CREDITS FOR 'OMNIBUS' SUNDAY, MAY 4

"The Music of Johann Sebastian Bach" by Leonard Bernstein, which will be repeated on OMNIBUS Sunday, May 4, won an Emmy Award on April 15 as the best musical contribution to television. "Omnibus" also will present a feature titled, "One Man's Brussels Fair."

TIME:

NBC-TV, Sunday, May 4, 4-5:30 p.m., EDT.

EXECUTIVE PRODUCER: Robert Saudek

DRAMA CONSULTANT:

Walter Kerr

MASTER OF CEREMONIES: Alistair Cooke

FEATURE EDITOR: Mary V. Ahern

PRODUCED BY:

Robert Saudek Associates.

SPONSORS:

Aluminium Limited and Union Carbide

Corporation.

AGENCIES:

J. Walter Thompson Company and J.M. Mathes,

Inc.

FEATURES:

"The Music of Johann Sebastian Bach" written and conducted by Leonard Bernstein, with the Schola Cantorum, the boys from the St. Thomas Choir, and soloists Saramae Endich (soprano), Gloria Lane (mezzo soprano), Russell Oberlin (tenor), and Kenneth Smith (bass).

"One Man's Brussels Fair" by Alistair Cooke, filmed by John Baxter Peters of NBC News and edited by Ralph Rosenbloom.

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May 1, 1958

KRAFT SIGNS MILTON BERLE TO RETURN TO NBC-TV NEXT FALL
IN OWN WEEKLY HALF-HOUR COMEDY-VARIETY COLORCASTS

Robert E. Kintner, Executive Vice President, NBC Television Network, announced today that Milton Berle has been signed by the Kraft Foods Division of the National Dairy Products Corporation to return to the NBC-TV Network next Fall in his own weekly half-hour comedy-variety show.

Berle's show will originate live in color and black and white and has been scheduled for the 9:00-9:30 PM Wednesday time period.

Programming for the second half-hour, 9:30-10:00 PM, which has also been bought by Kraft, has not been finalized but will be announced shortly.

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SERIES OF LETTERS TO RADIO-TV EDITORS BY ROBERT W. SARNOFF WINS AN AWARD FOR NBC FROM AMERICAN PUBLIC RELATIONS ASSOCIATION

FOR RELEASE FRIDAY A.M., MAY 2

A series of letters to radio-TV editors by Robert W. Sarnoff, President of the National Broadcasting Company, has won for NBC a Certificate of Achievement of the American Public Relations Association as an "outstanding program in the public relations field during 1957."

The citation praised Mr. Sarnoff's personal efforts "to broaden public acceptance of (NBC's) activities through a broader knowledge of its objectives, policies and problems," and added that his letters were hailed by the radio-TV press as ushering in "a new era of candor in the broadcasting industry."

The award was the only one made to a broadcasting network organization. It was presented at the annual awards dinner of the Association at the Waldorf-Astoria Hotel, New York, last night (May 1).

The citation read:

"During 1957, the National Broadcasting Company, under the direction of its President, Robert Sarnoff, established a public relations program designed to broaden public acceptance of its activities through a broader knowledge of its objectives,

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policies and problems. In addition, the Company decided to brief its 5,400 employees on top management thinking to promote good will with those groups whose association with the company was considered vital.

"To initiate the program, Mr. Sarnoff devoted an unprecedented amount of time and effort to speeches, statements, articles and press conferences. He also devised a series of letters to radio-TV editors in which he frankly and informally discussed the major issues of the industry. These letters were distributed to the Company's entire consumer and trade publicity list as well as to a complete list of NBC personnel.

"Cost of the project was negligible, including only mimeographing and mailing. Results were almost immediate and emphatic. The radio-TV press hailed what they called a new era of candor in the broadcasting industry. The program has been established as an integral part of NBC's public relations policy."

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May 1, 1958

3 NEW ORDERS, INCLUDING 52-WEEK PURCHASE BY GENERAL FOODS, ARE ANNOUNCED FOR NBC-TV DAYTIME PROGRAMS

Three new orders, including a 52-week purchase by the General Foods Corporation, and one renewal order have been placed for various segments of NBC-TV's Monday-through-Friday daytime programs during the past week.

The new 52-week General Foods order, placed through Young and Rubicam, Inc., calls for the advertiser to sponsor an alternate-Friday quarter-hour segment of THE PRICE IS RIGHT (telecast 11-11:30 a.m., EDT).

The Armour Company, through Foote, Cone and Belding, has ordered alternate-Monday quarter-hour segments on DOUGH-RE-MI (telecast 10-10:30 a.m., EDT) and alternate-Monday quarter-hour segments on THE PRICE IS RIGHT.

Glamorene, Inc., through Jules Power Productions, Inc., has ordered quarter-hour segments on various days on TREASURE HUNT (telecast 10:30-11 a.m., EDT).

The renewal order was placed by Sterling Drug, Inc., through Dancer-Fitzgerald-Sample, Inc., and calls for Sterling to extend its sponsorship of alternate-Monday, alternate-Tuesday, alternate-Wednesday and alternate-Friday quarter-hour segments on MODERN ROMANCES (telecast 4:45-5 p.m., EDT).

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GENERAL FEDERATION OF WOMEN'S CLUBS HONORS NBC'S PAULINE FREDERICK

NBC's Pauline Frederick has been voted a special award for her United Nations coverage and "distinguished career as a reporter" by the General Federation of Women's Clubs.

The award will be presented at the federation's general convention June 5 at the Hotel Statler in Detroit. Miss Frederick is expected to receive the award in person.

NBC-New York, 5/1/58

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TELEVISION NEWS

TWO NBC MAKEUP MEN GET OWN BIG SCENE IN 'KRAFT' COLORCAST

Two NBC-TV makeup artists -- Bob Obradovich and Bob Philippe -- reversed their usual procedure in the dramatization of Ernest Hemingway's "Fifty Grand" last night (Wednesday, April 30), on KRAFT TELEVISION THEATRE (NBC colorcast, 9-10 p.m., EDT).

They appeared as seconds in the story of a fading champ who faces what he knows will be his last fight.

Obradovich and Philippe appeared on camera at ringside during the big fight scene in the last act, then hopped into the ring and applied bruises, black eyes, scratches, cuts and a bloody nose.

To the TV audience, it appeared as though they were doing just the opposite -- trying to patch up the bruises of star Ralph Meeker, who portrayed boxer Jack Brennan.

As for who made up the makeup men, Dick Smith, head of the NBC makeup department, had this to say:

"They wore very little makeup of any kind. After all, boxing seconds are supposed to look rough and swarthy."

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CAST AND CREDITS FOR "RIP VAN WINKLE" THURSDAY, MAY 8 ON "SHIRLEY TEMPLE'S STORYBOOK" (NBC-TV, 7:30-8:30 P.M., EDT)

STORYTELLER:

Shirley Temple

STARS:

E.G. Marshall, Leora Dana and Beverly

Washburn

PRODUCTION BY:

Henry Jaffe Enterprises, Inc., in

association with Screen Gems, Inc.

PRODUCER:

Alvin Cooperman

DIRECTOR:

Harry Horner

ORIGINAL STORY:

Washington Irving

TELEVISION ADAPTATION:

Noel Langley

ASSOCIATE PRODUCER:

Norman Lessing

EXECUTIVE CONSULTANT:

Mitchell Leisen

THEME SONG BY:

Mack David and Jerry Livingston

MUSIC SUPERVISOR:

Morris Stoloff

PHOTOGRAPHY:

Gert Andersen, A.S.C.

ART DIRECTOR:

William Flannery

SUPERVISING EDITOR:

Richard Fantl

FILM EDITOR:

Henry Batista

COSTUME DESIGNER:

Gwen Wakeling

SET DECORATOR:

Alfred E. Spencer

SPONSORS:

John H. Breck Co., Inc.; Hills Bros.

Coffee, Inc; and the Sealtest Division

of the National Dairy Products

Corporation.

(more)

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College, inc. inclinal Dairy Frolunts

2 - Credits for 'Rip Van Winkle'

AGENCY: N.W. Ayer and Son, Tinc.

PROGRAM PREEMPTS "Tic Tac Dough" and "Groucho Marx --

You Bet Your Life"

NBC PRESS REPRESENTATIVES: Norm Frish, Hollywood; Betty Lanigan,

New York.

CAST

Storyteller.....Shirley Temple

Rip Van Winkle.........E.G. Marshall

Dame Van Winkle.....Leora Dana (also later as the grown Judith Van Winkle)

Judith Van Winkle......Beverly Washburn (as a child)

Alderman Donkle,.....Charles Davis

Brom Dutcher.....Fred Sherman

Van Kimmel......Paul Brinegar

Dwarfs......Billy Barty, Billy Rhodes

(as Hendrik Hudson), Burre

Billingsley, George Spotts,

Nels Nelson, Harry Monty,

Billy Curtis, Angelo

Rossitto, Buddy Douglas.

Sergeant......Terence Demarney

Peter Vanderdonk.....Owen McGiveney

Woman.....Claire Carleton

(First and Third Child have non-speaking parts)

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May 1, 1958

NBC-TV TO PRESENT FULL-HOUR "OUTLOOK" ON THE "600 SCHOOL"-ONE OF NEW YORK'S KEY WEAPONS AGAINST JUVENILE DELINQUENCY

Chet Huntley's OUTLOOK show will take a special, 60-minute look Sunday, May 25, at one of New York's key weapons in its fight against juvenile delinquency -- the "600 school."

The show will be presented on NBC-TV from 6:30-7:30 p.m., EDT, instead of "Outlook's" usual time period of 6:30-7 p.m., EDT.

The detailed film report will take viewers into the heart of Public School 613 in Brooklyn, one of those set up to handle difficult or "problem" children.

Cameras will show the youngsters -- all boys between 10-16 years old -- in their classrooms, at play, and at various activities. Huntley and reporter William Hill will interview principal Sidney Lipsyte, guidance counselor Coy L. Cox, two of the boys and a parent of one of the youngsters.

William R. McAndrew, Vice President, News, announcing the special full-hour time period for the program, noted "Outlook's" positive approach to the juvenile delinquency problem.

"We thought, therefore, that the important constructive work shown in this report deserved the extra time and detail in presentation, he said.

Reuven Frank produces "Outlook." Jim Kitchell is the director of the "600 school" program.

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'CIRCUS BOY,' FILMED ADVENTURE SERIES, RETURNING TO NBC-TV NEXT SEASON AS SATURDAY MORNING FEATURE; MARS, INC., TO BE ALTERNATE-WEEK SPONSOR

FOR RELEASE MONDAY A.M. MAY 5

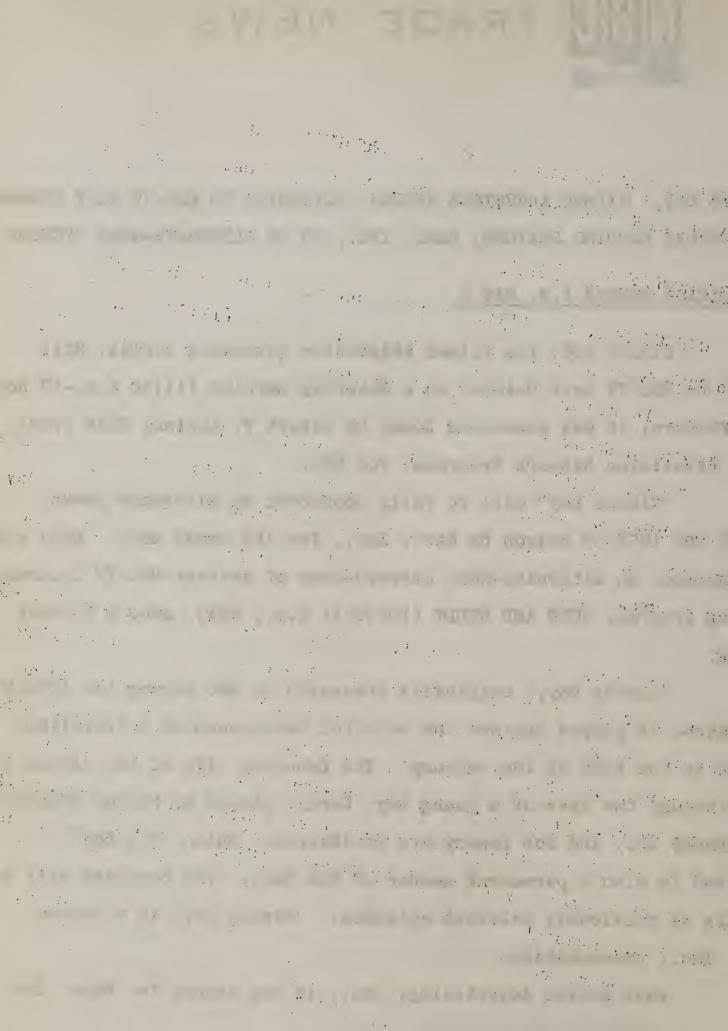
CIRCUS BOY, the filmed television adventure series, will return to NBC-TV next October as a Saturday morning (11:30 a.m.-12 noon, NYT) feature, it was announced today by Robert F. Lewine, Vice President, Television Network Programs, for NBC.

"Circus Boy" will be fully sponsored on alternate weeks during the 1958-59 season by Mars, Inc., for its candy bars. Mars also will sponsor an alternate-week quarter-hour of another NBC-TV Saturday morning program, RUFF AND REDDY (10:30-11 a.m., NYT), over a 52-week period.

"Circus Boy," originally presented on NBC during the 1956-57

TV season, is played against the colorful background of a treveling circus at the turn of the century. The fabulous life of the circus is seen through the eyes of a young boy, Corky, played by Mickey Braddock. Noah Beery Jr., and Bob Lowery are co-starred. Guinn "Big Boy" Williams is also a permanent member of the cast. The programs will be repeats of previously telecast episodes. "Circus Boy" is a Screen Gems, Inc., presentation.

Knox Reeves Advertising, Inc., is the agency for Mars, Inc.



NINE 'SUSPICION' DRAMAS TO BE REPEATED IN SUMMER

Nine outstanding filmed dramas of the 1957-58 season on NBC-TV's SUSPICION series (Mondays, 10-11 p.m., EDT) have been selected for Summer re-runs. The schedule of full-hour telecasts follows:

- July 28 -- "The Story of Margery Reardon," with Margaret O'Brien.
- Aug. 4 -- "Four O'Clock," with E. G. Marshall and Nancy Kelly.
- Aug. 11 -- "The Other Side of the Curtain," with Donna Reed.
- Aug. 18 -- "Lord Arthur Savile's Crime," with Ronald Howard and Rosemary Harris.
- Aug. 25 -- "Doomsday," with Dan Duryea.
- Sept. 1 -- "Comfort for the Grave," with Paul Douglas and Jan Sterling.
- Sept. 8 -- "Meeting in Paris," with Rory Calhoun, Jane Greer and Walter Abel.
- Sept.15 -- "Fraction of a Second," with Bette Davis.
- Sept.22 -- "The Eye of Truth," with Joseph Cotten, George Peppard and Leora Dana.

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NBC SPOT SALES' QUESTIONNAIRE ON "LOCAL RADIO PROGRAMMING"

IS SENT TO 1,200 TIMEBUYERS THROUGHOUT U. S.

NBC Spot Sales has chosen "local radio programming" as the subject of the second questionnaire to the Timebuyers Opinion Panel.

Its first survey, on the use of ratings in radio and television, brought replies from 326 timebuyers. The data collected and the opinions of many of the respondents attracted attention throughout the broadcasting industry.

"The results of this second questionnaire should receive the same interest," said Thomas B. McFadden, Vice President in charge of NBC Spot Sales. "Opinions are plentiful on the subject of local radio programming. In fact, nearly everybody has his own idea of what the ideal programming should be.

"But we want to find out exactly how timebuyers use radio, and what they think of the basic types of local programming on the air today."

Questionnaires have been sent to 1,200 timebuyers in large and small agencies across the country. To simplify the form, radio stations were grouped into three broad categories: (1) "Top 40 Tunes" (more)

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Stations which primarily feature current pop tunes, (2) Standard Music and News Stations featuring standard as well as current popular tunes, and (3) Varied Programming Stations which carry interviews and serial dramas as well as music and news.

Some of the questions asked in the survey are:

In buying spot radio schedules, can you take time to consider the format of a program as well as its rating?

In your opinion, how important to the sales' effectiveness of a commercial is the personal salesmanship of a radio personality?

Some stations present news essentially the way it comes over the wire; other stations often rewrite it, with amplifying commentary, or supplement the wire news with their own news-gathering facilities. From the standpoint of commercial effectiveness, do you think there is any difference between these methods and, if so, which is preferable?

Every radio station has a certain profile or status within its market. What kind of information would you like to have, in order to get "the feel" of a station in its market?

The timebuyers also are asked to indicate the relative rank of importance of factors guiding them in establishing preferences for certain stations in given markets.

Factors listed were type of programming, personalities, ratings, ranking within market (or station's share of audience), coverage, past relationship with station, merchandising services and station's profile or stature.

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'AUTO-BINGO' AND 'LICENSE-BINGO' GAMES ANNOUNCED BY CALIFORNIA NATIONAL PRODUCTIONS

Two new games, "Auto-Bingo" and "License-Bingo," designed for playing in cars, buses and trains, have been announced by California National Productions, Inc.

They join 43 CNP games, puzzles, books, records, toys and other items identified with NBC and CNP programs and licensed in recent months to other firms for manufacture.

CNP products include "Twenty-One" and "Tic Tac Dough" quiz games, a "Silent Service" puzzle, "Sir Lancelot" picture story books, "Boots and Saddles" games and books, and Shari Lewis record albums, puppets, and coloring books.

The "Auto-Bingo" and "License-Bingo" games, identified with NBC-TV's widely traveled "Wide Wide World" program and its host Dave Garroway, are played with numbers from license plates, signs and billboards.

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DLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
May 11 - 17 (All Times EDT)

Sunday, May 11

- 7-7:30 p.m. -- MY FRIEND FLICKA.
- 8-9 p.m. -- THE STEVE ALLEN SHOW -- With Rosemary Clooney, Rory Calhoun and Lionel Hampton.
- 9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- With Julius LaRosa, Nanette Fabray and Gisele MacKenzie.

Monday, May 12

7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen as emcee.

Tuesday, May 13

- 3-4 p.m. -- NBC MATINEE THEATER -- "Fight the Whole World," starring Dean Stockwell.
- 8-9 p.m. -- FISHER-GOBEL -- Guests are Marge and Gower Champion, Buddy Hackett, Dolores Gray and Oscar Levant.

Wednesday, May 14

- 3-4 p.m. -- NBC MATINEE THEATER -- "The Long, Long Laugh," starring Russell Arms and June Lockhart.
- 9-10 p.m. -- KRAFT TELEVISION THEATRE -- "All the King's Men,"

 Part I -- Adapted by Don Mankiewicz from the novel by Robert

 Penn Warren.

(more)



2 - NBC Color Telecast Schedule

Thursday, May 15

- 3-4 p.m. -- NBC MATINEE THEATER -- "The Iceman," starring Jackie Coogan, Andrew Duggan, Peggy McCay and Johnny Crawford.
- 7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson as emcee.
- 10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Wally Cox is guest.

Friday, May 16

- 3-4 p.m. -- NBC MATINEE THEATER -- "Cave-In," starring Paul Langton, Jeanne Cooper, Catherine McLeod and Stacy Harris.
- 10-11 p.m. -- THE JERRY LEWIS SHOW -- Guest stars to be announced. Saturday, May 17
 - 8-9 p.m. -- THE PERRY COMO SHOW -- Perry's guests tonight are Jack Carter, the Mills Brothers and Sally Ann Howes.
 - 10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

* * *

PLEASE DELETE FROM MAY COLOR SCHEDULE: NOAH'S ARK (7-7:30 p.m.)

May 25. (Repeat series will begin June 1.)

* * *

PLEASE ADD TO MAY COLOR SCHEDULE: NBC MATINEE THEATER (3-4 p.m., EDT) May 19 and 26.

NBC-New York, 5/2/58

CAV. Wireless

Attention, Sports Editors

NBC-TV AND RADIO TO COVER AKINS-MARTINEZ
WELTERWEIGHT TITLE BOUT IN ST. LOUIS

The 15-round welterweight championship bout between Virgil Akins and Vince Martinez in the St. Louis Arena Friday, May 6 (10 p.m., EDT) will be covered by NBC-TV and NBC Radio as a GILLETTE CAVALCADE OF SPORTS feature.

Jimmy Powers will comment on the action for television viewers. Don Dunphy and Win Elliot will be the radio reporters. The telecast will be blacked out in the St. Louis area.

Akins, from St. Louis, and Martinez, from Paterson, N.J., are the survivors of a five-man elimination tournament for the welter-weight title vacated by former middleweight champion Carmen Basilio.

The following bouts also have been added to the "Cavalcade of Sports" schedule: Friday, May 23 -- Johnny Busso, Brooklyn, vs.

Lahouari Godih, Paris, France; lightweights, 10 rounds, Madison

Square Garden, New York. Friday, May 30 -- Spider Webb, Chicago,

vs. Jimmy Beecham, Miami, Fla.; middleweights, 10 rounds, Miami Beach

Auditorium.

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May 5, 1958

CECIL BROWN, NOTED COMMENTATOR-AUTHOR, WILL JOIN NBC NEWS AND COVER FAR EAST AREA

Cecil Brown, noted commentator and author, will join the staff of NBC News, William R. McAndrew, Vice President, News, announced today.

Mr. Brown, winner of a Peabody Award and other honors, will operate in the vital Far East area with headquarters at Tokyo, Mr. McAndrew said. The commentator will join the staff of NBC News on June 1, will spend one month in New York and Washington, then leave for his Far East post.

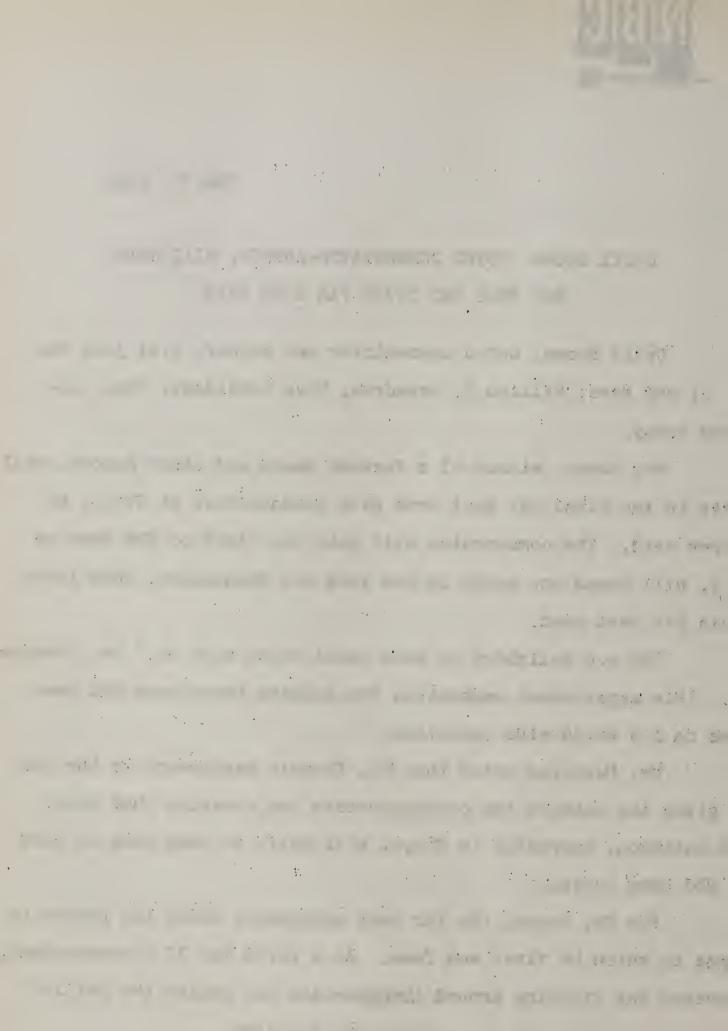
"We are delighted to have Cecil Brown with us," Mr. McAndrew said. "His appointment emphasizes the growing importance NBC News places on its world-wide operation."

Mr. McAndrew noted that Mr. Brown's assignment to the Far East gives the network two correspondents now covering that area.

James Robinson, currently in Tokyo, will shift to Hong Kong to head that NBC News bureau.

For Mr. Brown, the Far East assignment marks the return to an area in which he first won fame. As a World War II correspondent, he covered the fighting around Singapore and was aboard the British warship Repulse when it was sunk by the Japanese.

(more)



His reporting of that action won him the Peabody Award, the Overseas Press Club Award for best radio reporting from abroad, and many other honors. He also wrote the book, "Suez to Singapore," as a result of his experiences.

Mr. Brown had been with the American Broadcasting Company for one year, until last month. Before that he had been with the Mutual Broadcasting System for 13 years and the Columbia Broadcasting System for four years. He has just completed his term as president of the Overseas Press Club.

Mr. Brown was born in New Brighton, Pa., on Sept. 14, 1907. He attended Western Reserve University and was graduated from Ohio State University in 1929. He worked on various papers in this country before going overseas in 1937 and joining International News Service in Rome. His career since then has been highlighted by adventure and awards. He was bounced out of Italy by Mussolini, captured by Germans in Yugoslavia, and bombed by the Japanese. He has received -- besides the Peabody and Overseas Press Club awards -- a Sigma Delta Chi award, another Overseas Press Club honor and citations from many newspaper polls.

Mr. Brown is married to the former Martha Leaine Kohn.

NBC-New York, 5/5/58

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NBC OWNED STATIONS DIVISION

PUB-609



NBC'S GEORGE A. HEINEMANN WILL LEAD CLINIC ON LOCAL PROGRAMMING AT OHIO STATE UNIVERSITY'S 28TH INSTITUTE FOR EDUCATION BY RADIO-TV

George A. Heinemann, Director of Program Planning and Development for the NBC Owned Stations and Program Manager of WRCA-TV (New York), has been invited to serve as chairman of a clinic at the 28th Institute for Education by Radio-Television.

The Institute, which will be held under the auspices of Ohio State University at Columbus, Ohio, May 12-15, is an annual conference which provides an opportunity for the exchange of viewpoints relating to broadcasting and education.

Mr. Heinemann, who has been awarded nine Ohio State awards for programs on subjects ranging from gardening to stereophonic music, will lead a discussion on "Local Programming on Educational and Commercial Television Stations."

Participating on the panel will be Robert Bray, program manager of WNBC, Hartford-New Britain; Richard D. Heffner, producer of WRCA-TV's "The Open Mind" and Ben Huddleson, production manager of WRCA-TV.

An exhibit showing the achievements of the NBC Owned Stations "Know Your Schools" project will be displayed at the Institute.

"Know Your Schools" recently received a Peabody Award for its efforts in broadening the public's knowledge of educational resources.

NBC-New York 5/5/58

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COLOR TELEVISION NEWS

May 5, 1958

"ALL THE KING'S MEN"--ROBERT PENN WARREN'S PULITZER PRIZE NOVEL-ADAPTED FOR TWO-PART PRESENTATION ON "KRAFT THEATRE"

Robert Penn Warren's Pulitzer Prize novel of 1947, "All the King's Men," will be dramatized in two parts on KRAFT THEATRE, Wednesdays, May 14 and 21 (NBC colorcasts, 9 to 10 p.m., EDT).

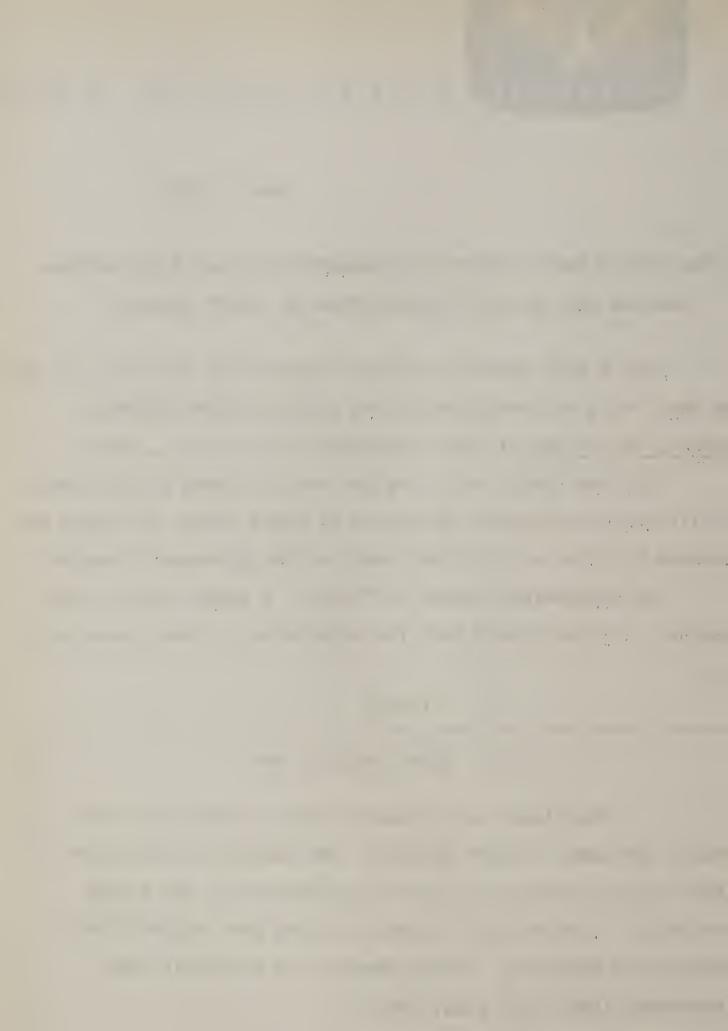
"All the King's Men" co-stars Neville Brand as the power-mad Willie Stark and Maureen Stapleton as Sadie Burke, the woman who spearheaded his rise to political fame and the governor's mansion.

Don Mankiewicz, author of "Trial," a Harper Prize novel, has adapted "All the King's Men" for television. Sidney Lumet will direct.

(more)

IT'S "KRAFT THEATRE" NOW

The oldest live dramatic show on television now has a new name -- KRAFT THEATRE. The change was effective when Talent Associates took over production of the series recently. For the past 11 years, it had been called "Kraft Television Theatre." "Kraft Theatre" is colorcast each Wednesday (NBC, 9-10 p.m., EDT).



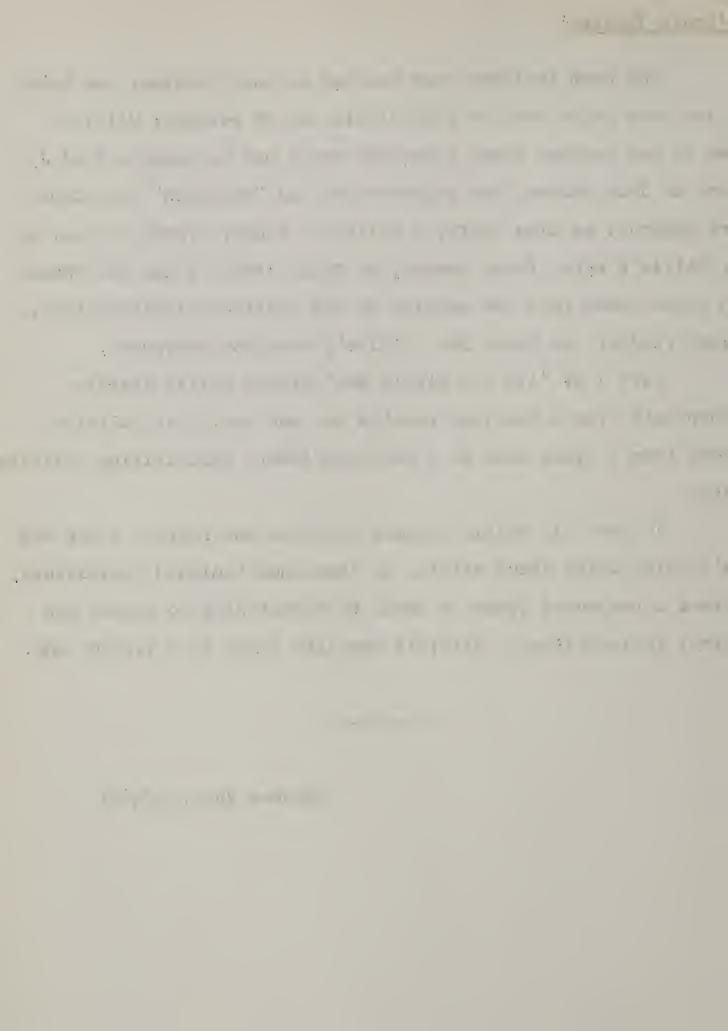
2 - 'Kraft Theatre'

The cast includes Anne Meacham as Anne Stanton, the highborn lady who casts her lot with Willie out of revenge; William Prince as her brother Adam, a man who would not be bought; Fred J. Scollay as Jack Burden, the reporter who did "research" for Stark; Robert Emhardt, as Tiny Duffy, a political flunky; Perry Wilson, as Lucy, Willie's wife; Frank Conroy, as Judge Irwin, a man who chose death rather than face the results of his political indiscretions, and John Fiedler, as Sugar Boy, Willie's stealthy bodyguard.

Part I of "All the King's Men" traces Willie Stark's metamorphosis from a bumbling country boy who reads his political speeches from a typed text to a self-confident, hard-driving political dictator.

In Part II, Willie becomes fearless and feared, a man who doesn't think twice about bribing an impeachment-minded legislature. He drives a respected judge to death by threatening to expose his political indiscretions. Willie's own life comes to a violent end.

NBC-New York, 5/5/58



'IT COULD BE YOU' REACHES 500TH TELECAST ON NBC

NBC-TV'S IT COULD BE YOU, starring Bill Leyden, celebrated its 500th performance Friday, May 2. The program had its premiere on NBC-TV on June 4, 1956.

Leyden, whose daytime fun show is seen by millions, has received over 1,500,000 fan letters to date, and some 207,500 people have seen the show in NBC's Hollywood studio.

Leyden and his announcer-sidekick Wendell Niles, have pulled seven different surprise acts daily, including comic surprises, star appearances, reunions of individuals from overseas with folks in the U.S., anniversary gifts and greetings, and studio audience reunions.

Leyden has had 500 famous guest stars on the show who have participated in surprise stunts involving members of the audience. Each show consists of seven different acts involving an element of surprise.

"It Could Be You," a Ralph Edwards production, is produced by Steve Hatos, and directed by Stuart Phelps.

"It Could Be You" is telecast Monday through Friday over NBC at 12:30-1 p.m., EDT.

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DR. LINUS PAULING, FOE OF NUCLEAR WEAPON TESTING, WILL 'MEET THE PRESS'

Dr. Linus Pauling, one of the leaders in the fight to end the testing of nuclear weapons, will be the guest on MEET THE PRESS Sunday, May 11 (NBC-TV, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

Dr. Pauling, a Nobel Prize-winner in chemistry, is currently engaged in work at the California Institute of Technology.

Interviewing Dr. Pauling will be a panel comprised of May Craig of the Portland (Me.) Press-Herald, Richard Wilson of Cowles Publications and Lawrence Spivak, permanent panelist and producer of "Meet the Press." A fourth panelist will be announced later.

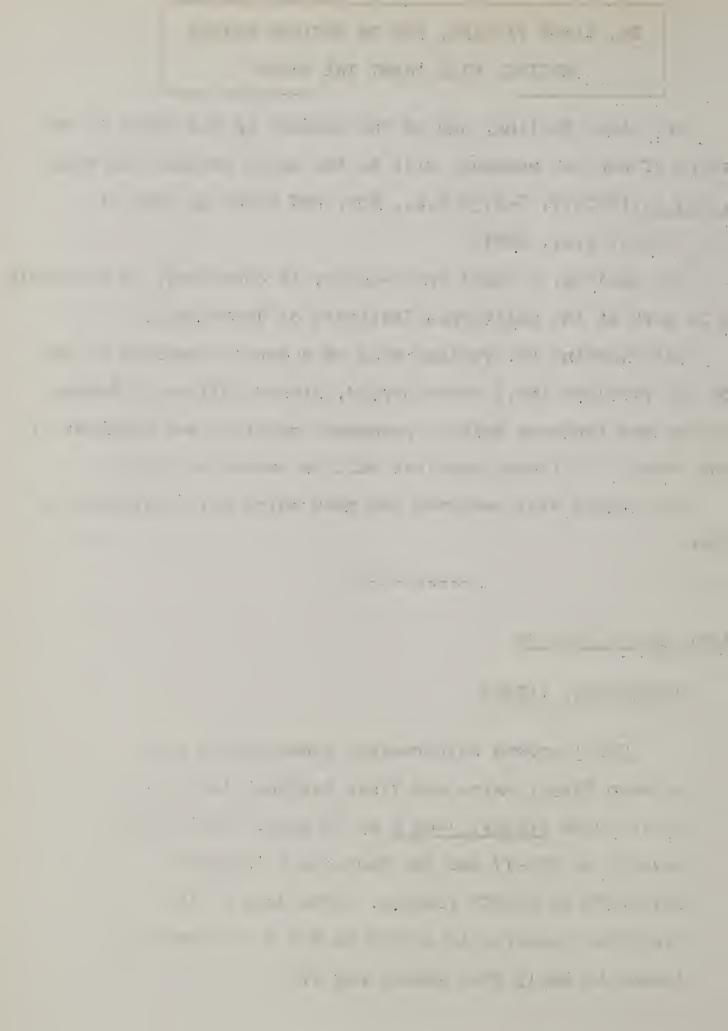
Ned Brooks will moderate the show which will originate in Washington.

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Attention, Sports Editors

CORRECTION, PLEASE

The 15-round welterweight championship bout between Virgil Akins and Vince Martinez in the St. Louis Arena Friday, June 6 at 10 p.m., EDT, will be covered by NBC-TV and NBC Radio as a GILLETTE CAVALCADE OF SPORTS feature. (The date of the fight was incorrectly listed as May 6 in story released in Daily News Report May 2.)





DEOR TELEVISION NEWS

JERRY LEWIS BACK FROM LONDON WITH SKIT FILMED WITH 10-MAN COMEDY TEAM FOR MAY 16 COLORCAST; GEORGE JESSEL TO BE 'IN PERSON' GUEST

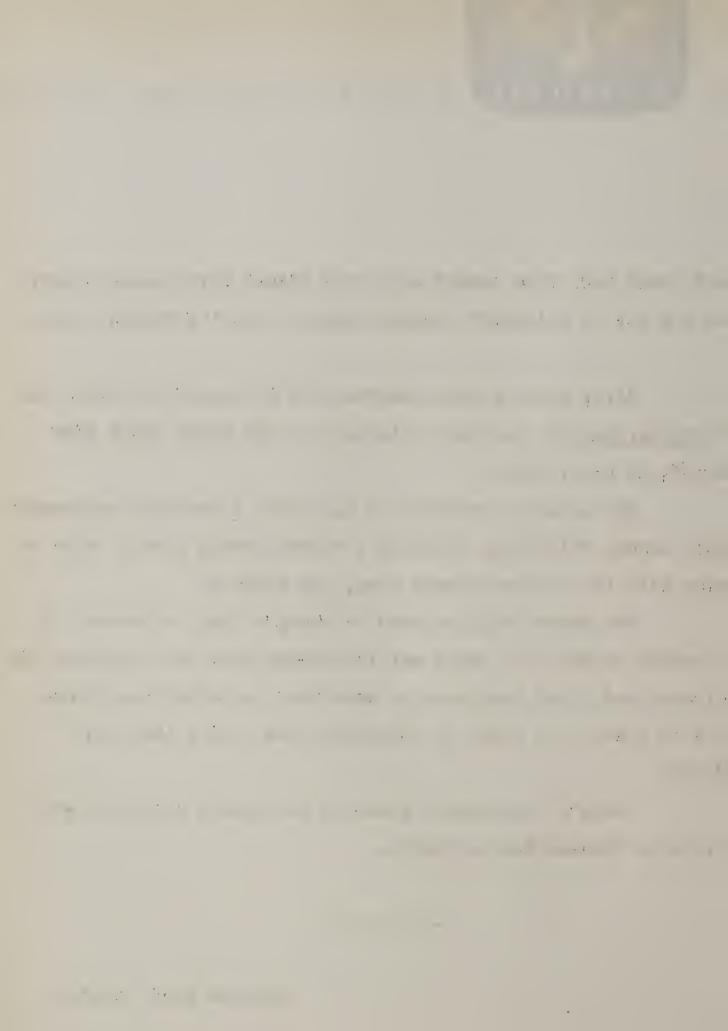
Jerry Lewis began rehearsals in Hollywood last week for the Friday, May 16 full-hour colorcast of THE JERRY LEWIS SHOW (NBC-TV, 10 p.m., EDT).

The comedian returned by air after a two-week engagement at the London Palladium, bringing a filmed comedy sketch, made in London with the British comedy team, the Nitwits.

The sketch will be used in Jerry's final colorcast of the season on May 16. Jerry met the 10-man team while playing the Palladium and liked the group so much that he joined the 10-man group in a skit, in order to introduce them to his American audience.

Jerry's "in-person" guest on the comedy colorcast will be veteran showman George Jessel.

NBC-New York, 5/5/58



STEVE ALLEN'S NIGHTS AT THE ROUNDTABLE

Steve Allen, star of THE STEVE ALLEN SHOW comedy colorcasts (NBC-TV, Sundays, 8-9 p.m., EDT) is getting together a small combo to play a week's stand at the new Roundtable nightclub in New York, June 2-7.

Gus Bivona, who, with his orchestra, recorded the "Music for Swingers" album of Allen music, will play the clarinet and Tony Gibbs the vibraharp. The rhythm section is being selected.

As for Steve? He'll be at the piano, of course.

NBC-New York, 5/5/58

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DODY GOODMAN ON 10 "BERT PARKS' BANDSTAND" BROADCASTS

Singer-comedienne Dody Goodman will make 10 appearances as a special guest on NBC Radio's BERT PARKS' BANDSTAND in the next six weeks, it was announced today by Robert Sadoff, producer of the program.

Miss Goodman has been scheduled to perform on Tuesdays and Thursdays during May and June. The dates are: May 6, 8, 20, 22, 27 and 29 and June 3, 5, 10 and 12. ("Bert Parks' Bandstand" is presented Mondays through Fridays, 11:05 a.m.-12 noon, EDT).

BENNY FIELDS AND BLOSSOM SEELEY STAR ON "BERT PARKS' BANDSTAND"
IN "VAUDEVILLE'S GOLDEN AGE" FRIDAY, MAY 23

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One of America's most popular singing teams Benny Fields and Blossom Seeley, will star in "Vaudeville's Golden Age" on BERT PARKS: BANDSTAND Friday, May 23 (11:05 a.m.-12 Noon, EDT).

The program will be the third in a series of vaudeville shows now presented as a regular monthly feature as a result of the enthusiastic mail response which followed the first two shows. The previous programs starred the singing team of Wager and Carroll.

A solo by Blossom Seeley, "I Love A Piano," will be followed by two duets: "That's Entertainment" and "The Old Soft Shoe." Finale of the program will be "There's No Business Like Show Business," with the entire ensemble including bandleader Skitch Henderson, host Bert Parks and singer Richard Hayes.

May 6, 1958

PROCTER & GAMBLE RENEWS "LORETTA YOUNG SHOW" ON NBC-TV FOR FULL YEAR; ORDER CLIMAXES MONTH OF MAJOR SALES FOR NETWORK'S NIGHTTIME SCHEDULE

The Procter & Gamble Company has renewed its sponsorship of NBC-TV's THE LORETTA YOUNG SHOW, for 52 weeks, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

The renewal of "The Loretta Young Show" (Sundays, 10-10:30 p.m., NYT), now in its fifth season, is effective July 6.

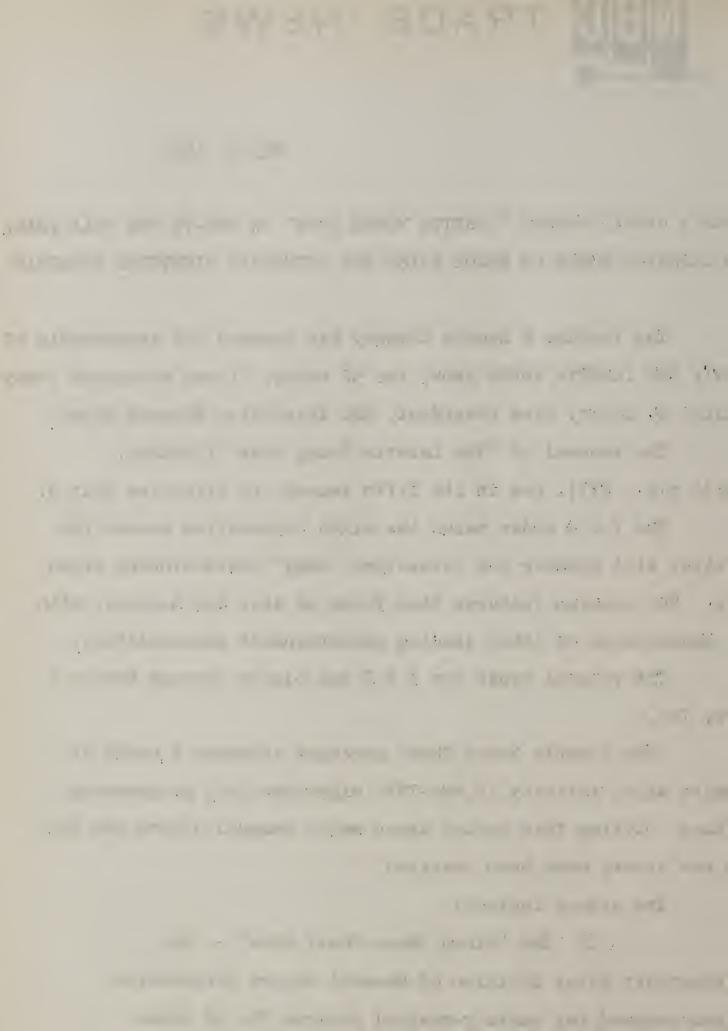
The P & G order marks the sixth consecutive season the advertiser will sponsor the three-time "Emmy" award-winning drama series. The program features Miss Young as star and hostess, with guest appearances by other leading entertainment personalities.

The renewal order for P & G was placed through Benton & Bowles, Inc.

"The Loretta Young Show" purchase climaxes a month of intensive sales activity in NBC-TV's nighttime Fall programming structure. During this period seven major renewal orders and four major new orders have been received.

The orders include:

(1) The "Dinah Shore Chevy Show" -- the Chevrolet Motor Division of General Motors Corporation has renewed the variety-musical program for 52 weeks (more)



(colorcast three out of four Sundays, 9-10 p.m., NYT) and "The Chevy Show," featuring prominent entertainers, (colorcast every fourth Sunday). Campbell-Ewald, Detroit, is the advertising agency for Chevrolet.

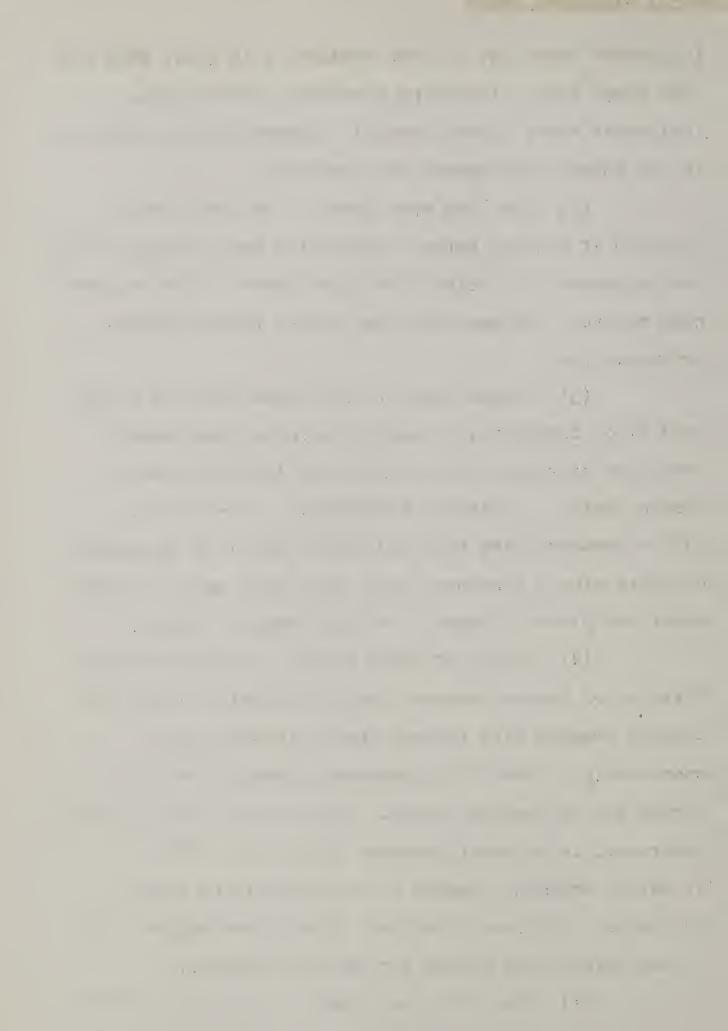
- (2) The "Bob Hope Show" -- the Buick Motor Division of General Motors Corporation has purchased full-hour sponsorship of eight "Bob Hope Shows" to be telecast next season. The new order was placed through McCann-Erickson, Inc.
- (3) "Wagon Train" -- the Ford Division of the Ford Motor Company will sponsor the hour-long Western series on alternate weeks during the 1958-59 season.

 "Wagon Train" -- telecast Wednesdays, 7:30-8:30 p.m.,

 NYT -- features Ward Bond and Robert Horton as permanent co-stars plus a prominent guest star each week. The new order was placed through J. Walter Thompson Company.
- (4) "Tales of Wells Fargo" -- the Buick Motor
 Division of General Motors Corporation and the American
 Tobacco Company have renewed their alternate-week
 sponsorship of NBC-TV's high-rated authentic Western
 series for the coming season. The program, starring Dale
 Robertson, is telecast Mondays, 8:30-9 p.m., NYT.

 J. Walter Thompson Company is the advertising agency
 for Buick. Sullivan, Stauffer, Colwell and Bayles, Inc.,
 is the advertising agency for American Tobacco.
- (5) "The Price Is Right" -- the Lever Brothers
 Company and the Speidel Corporation will share sponsorship

 (more)



of NBC-TV's high-rated audience-participation quiz.

Beginning Sept. 24 the program, with Bill Cullen as emcee, will be colorcast Wednesdays, 8:30-9 p.m., NYT. The renewal order from Speidel was placed through Norman, Craig & Kummel, Inc. No agency yet has been assigned the new Lever order.

- (6) "Groucho Marx -- You Bet Your Life" -- the Lever Brothers Company and the Toni Company will sponsor NBC-TV's top-rated quiz show on alternate weeks during the 1958-59 season. Beginning Sept. 25, the program will be telecast Thursdays, 10-10:30 p.m., NYT. The new order for Lever Bros. was placed through J. Walter Thompson Company. The Toni renewal was placed through Tatham-Laird, Inc.
- (7) "This Is Your Life" -- the Procter & Gamble Company has renewed its sponsorship, for the 1958-59 season, of NBC-TV's popular "living biographies" program. "This Is Your Life," starring Ralph Edwards, is telecast Wednesdays, 10-10:30 p.m., NYT. The renewal order for P & G was placed through Compton Advertising, Inc.





COLOR TELEVISION NEWS

May 6, 1958

"NOAH'S ARK" -- COLOR FILM SERIES PRODUCED BY JACK WEBB--WILL BE
REPEATED ON NBC-TV IN SUNDAY TIME-SPOT STARTING JUNE 1,
SERIES BASED ON VETERINARIANS AND ANIMALS THEY TREAT

NOAH'S ARK -- the dramatic series filmed in color and produced, directed and written by "Dragnet's" Jack Webb -- will return to NBC-TV as a Sunday evening feature starting June 1 (7 p.m., EDT). The weekly episodes will be repeats of the "Noah's Ark" color films originally presented on the network during the 1956-57 season.

The series is based on the experiences of two veterinarians and the animals they treat. Webb has aimed for warmth, human interest and appeal to children and adults alike in the series that deals, in part, with the emotional problems of its three leading characters -- young Dr. Noah McCann (played by Paul Burke), his partner, Dr. Sam Rinehart (Vic Rodman), and their pretty receptionist, Liz Clark (May Wynn).

The supporting players are the animals of various types that trek to the animal hospital.

Webb and his staff had the cooperation of the Southern California Veterinary Medical Association and the American Humane Association during the filming of "Noah's Ark." Some of the stories are based on actual cases and others are not.

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2 - "Noah's Ark"

According to Webb: "Our emphasis in 'Noah's Ark' was on a clean, wholesome, thoughtful show aimed at the minds of youngsters as well as adults. The animals in the show, which ranged from a pup to a giraffe, supplied this. Also included are suspense, human interest, laughter, tears and heart."

"Noah's Ark" was filmed at the Mark VII, Ltd., studios i California.

NBC-New York, 5/6/58

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ROBERT D. DAUBENSPECK AND ARTHUR J. JOHNSON ARE APPOINTED TO NBC-TV SALES POSTS

Appointment of Robert D. Daubenspeck as Manager, Sales Development and Presentations, Television Sales, Central Division, and Arthur J. Johnson as Manager, Station Sales, TV Network Sales, was announced today by Don Durgin, Vice President, National Sales Manager, NBC Television Network Sales.

Mr. Daubenspeck will report to Edward R. Hitz, Vice President, Television Sales, Central Division, and Mr. Johnson will report to Mr. Durgin.

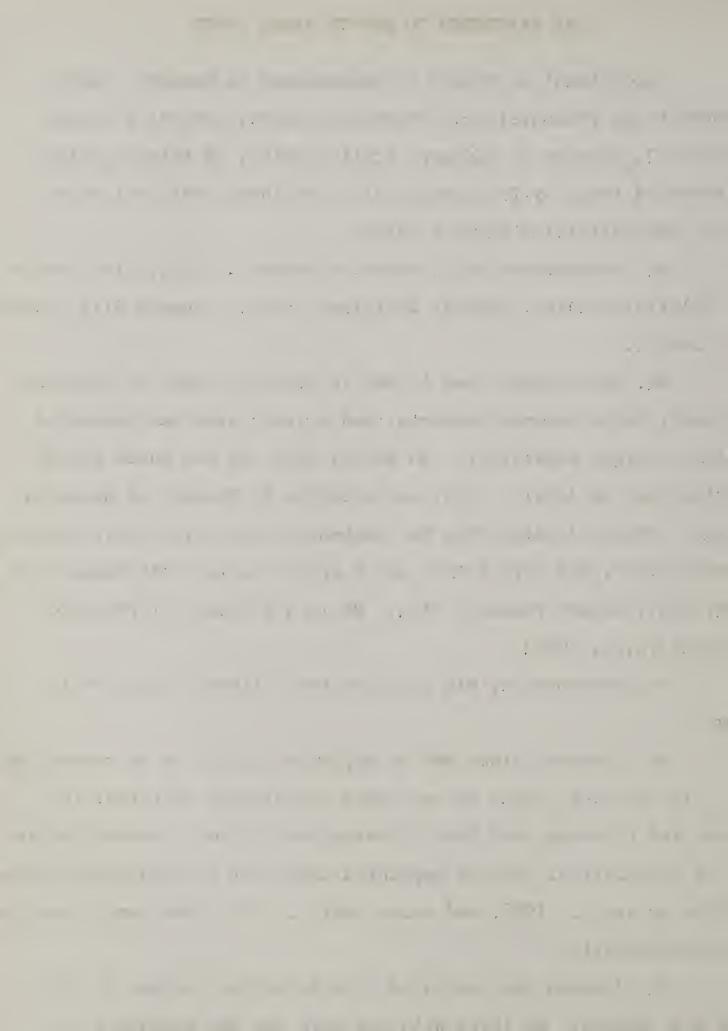
Mr. Daubenspeck came to NBC in January, 1952, as research supervisor, Radio Network Research, and a year later was appointed assistant ratings supervisor. In March, 1953, he was named rating supervisor and on April 1, 1957 was promoted to Manager of Research Services. Before joining NBC, Mr. Daubenspeck was with Lever Brothers as a researcher, and before that was a project chief with Benson and Benson, Inc., market research firm. He is a graduate of Princeton University (A.B., 1949).

Mr. Daubenspeck, his wife and two children will live in Chicago.

Mr. Johnson joined NBC in September, 1951, as an accounting clerk. In February, 1953, he was named circulation assistant in research and planning, and the following year became assistant supervisor of circulation. He was appointed assistant station sales representative on Jan. 1, 1956, and since April 1, 1957, has been a station sales representative.

Mr. Johnson was graduated from Manhattan College in 1951 with a B.A. degree. He lives with his wife and two daughters in Emerson, N.J.

NBC-New York, 5/6/58



14 'TALES OF WELLS FARGO' TO BE REPEATED IN SUMMER

Fourteen TALES OF WELLS FARGO, selected from presentations in the series during the current season, will be repeated <u>Monday</u>, June 2 through Monday, Sept. 1 (NBC-TV, 8:30-9 p.m., EDT).

The schedule:

June 2 -- "The Thin Rope."

June 9 -- "Shotgun Messenger."

June 16 -- "The Auction."

June 23 -- "Sam Bass."

June 30 -- "Alder Gulch."

July 7 -- "John Wesley Hardin."

July 14 -- "Ride with a Killer."

July 21 -- "Man in the Box."

July 28 -- "Belle Starr."

Aug. 4 -- "The Inscrutable Man."

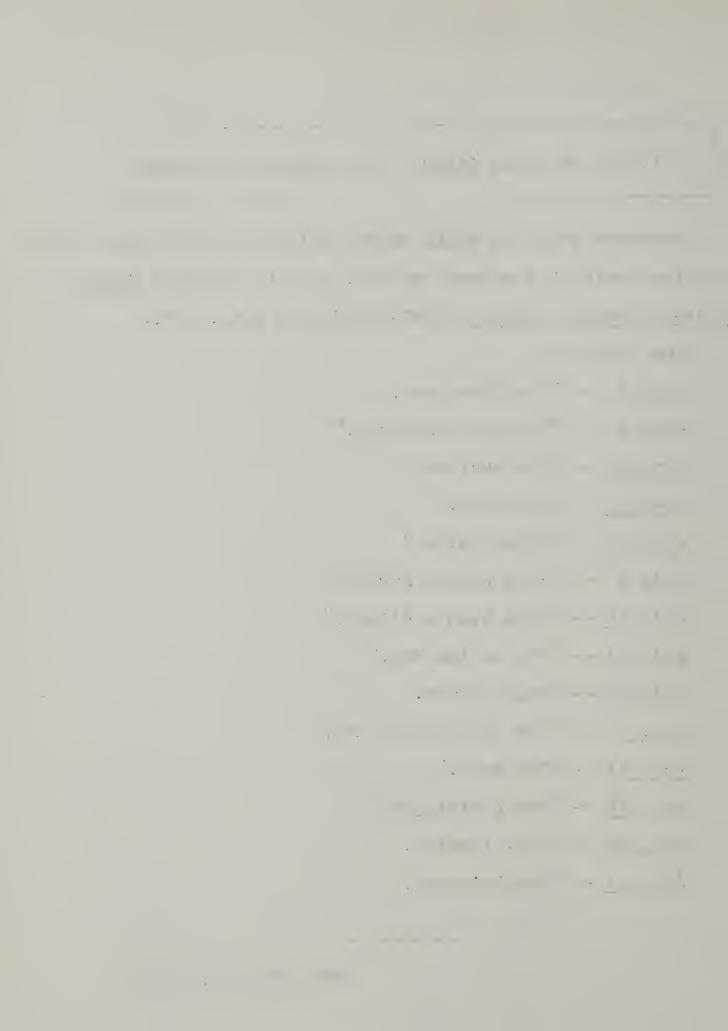
Aug. 11 -- "Doc Bell."

Aug. 18 -- "Two Cartridges."

Aug. 25 -- "Bill Longley."

Sept. 1 -- "The Prisoner."

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CREDITS FOR 'FIFTH AVENUE -- NEW YORK' ON 'WIDE WIDE WORLD'

TIME: NBC-TV, Sunday, May 11 (4-5:30 p.m., EDT)

FORMAT: A 90-minute television tour from Greenwich

Village to the Harlem River along

America's most glamorous avenue.

SPONSOR: General Motors

(for entire series)

AGENCY: MacManus, John & Adams, Inc.

EXECUTIVE PRODUCER: Barry Wood

PRODUCER: Alan Neuman

HOST: Dave Garroway

DIRECTOR: Van Fox

ASSOCIATE PRODUCER: David Englander

WRITER: Will Sparks

MUSIC CONDUCTED BY: James Fagas

EXECUTIVE STAFF: Arch Robb and Ed Wilbur

TECHNICAL SUPERVISOR: Whitney Baston

UNIT MANAGER: Claude Traverse

NBC-New York, 5/6/58



GROUCHO HITS STRAWHAT TRAIL AGAIN IN 'TIME FOR ELIZABETH'

Groucho Marx, star of YOU BET YOUR LIFE (NBC-TV, Thursdays, 8 p.m., EDT; Radio, Mondays, 8:05 p.m., EDT) will play the strawhat circuit for three weeks this Summer in "Time for Elizabeth," of which he is co-author with Norman Krasna.

Marx, who revived the comedy last Summer also, will play one-week engagements at the Lakes Region Playhouse in Laconia, N.H., July 7-12; the Ivoryton (Conn.) Playhouse July 14-19, and the Westport (Conn.) County Playhouse July 21-26.

Mrs. Marx, who played a supporting role in the comedy last Summer will do so again this season. Robert Dwan, co-director of "You Bet Your Life," directed "Time for Elizabeth" last Summer and has the assignment.

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NEW BOOK, 'BEHIND THE SCENES IN TELEVISION,'
IS BASED ON PROGRAM ACTIVITIES OF NBC

"Behind the Scenes in Television" by David

C. Cooke -- a book based on the TV programming activities of the National Broadcasting Company -- was

published last week by Dodd, Mead & Company.

"Behind the Scenes in Television' tells the real story of what goes on in a large network television studio, from the time the idea for a show originates through rehearsal, scenery and set preparation, costume designing and all the myriad other things which must be done before it is put on the air," the publisher says.

"All of the split-second timing, camera work, special effects and other problems are explained thoroughly but simply, so that readers of all levels can grasp a vivid picture of the near endless work which is required to produce a show for their home enjoyment."

May 7, 1958

IDEAL TOY CO. TO SPONSOR TELECAST OF MACY'S
THANKSGIVING DAY PARADE FOR FOURTH YEAR

The Ideal Toy Company will sponsor the telecast of Macy's Thanksgiving Day Parade on NBC-TV Thursday,
Nov. 27 (11 a.m.-12 noon, EST).

The order was placed through the Grey Advertising Agency, Inc., and marks the fourth consecutive year
that the Ideal Toy Company will be a sponsor of the
annual New York City holiday event on NBC. The famous
parade features television and movie stars, giant balloons,
floats and elaborately costumed marchers and bands.

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CANADA DRY ORDERS 10 PARTICIPATIONS IN 'TODAY'

Canada Dry Ginger Ale, Inc., has ordered 10 participations in NBC-TV's TODAY show to start during the week of July 21.

The participations, ordered through J. M. Mathes, Inc., will run over a five-week period and will be used to promote Canada Dry's annual sweepstakes. The climax of the contest, when three winners (selected earlier by a drawing) will receive all the silver dollars they can shovel from a pile within anallotted time, will be televised on "Today" in late September.

RICHARD MORRIS, A WRITER-DIRECTOR OF 'LORETTA YOUNG SHOW'
SELLS PLAY-WITH-MUSIC FOR PRODUCTION IN NEW YORK

Richard Morris, one of the writer-directors of THE LORETTA YOUNG SHOW (NBC-TV, Sundays, 10 p.m., EDT), has sold a two-act play-with-music, "The Unsinkable Mrs. Brown," for production in New York in the Spring of 1959.

The play, about a woman who survived the sinking of the Titanic, was purchased by Dore Schary and the Theatre Guild and will be directed by Vincent J. Donehue -- the combination who presented the Tony-award-winning "Sunrise at Campobello," current Broadway hit play.

Morris is scheduled to write 10 more telescripts for "The Loretta Young Show" series. Donehue has directed many major telecasts on NBC-TV including Mary Martin in "Annie, Get Your Gun" last November.



May 7, 1958

"NO LICENSE TO KILL," COLORCAST DRAMA ON NBC-TV'S "ALCOA HOUR," WINS ALFRED P. SLOAN AWARD FOR PUBLIC SERVICE IN HIGHWAY SAFETY

"No License to Kill," an NBC-TV drama in the ALCOA HOUR colorcast series, has won an Alfred P. Sloan Award for public service in the highway safety field.

The award, a bronze plaque, was presented to the Aluminum Company of America, sponsor of the series, at the annual awards dinner of the Alfred P. Sloan Foundation last night (May 6) in the Waldorf-Astoria Hotel, New York. The award was made by Mr. Sloan, president of the foundation and former chairman of General Motors Corporation.

The Alfred P. Sloan awards are administered by the National Safety Council. They were established to encourage the broadcasting industry to step up its support of highway safety and to recognize the best annual performances of radio and television stations, networks and advertisers.

"No License to Kill" was first colorcast Feb. 3, 1957, by NBC-TV, and repeated on Sept. 1. The drama was written by Alvin Boretz, produced by Philip Barry Jr. and directed by Martin Ritt.

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NBC RADIO'S "MY TRUE STORY" HONORED BY AMERICAN CANCER SOCIETY

NBC Radio's MY TRUE STORY has been honored by the American Cancer Society for its contributions in educating the public about cancer.

The award, a plaque, was presented today to Margaret Sangster, author of the program, by Frank L. Taylor, executive vice president of the New York Herald Tribune and a directoratelarge of the American Cancer Society.

The citation stated that the award was made "for generous and continuing help in bringing to the American public with effective dramatic impact information about cancer which contributes to the saving of lives."

("My True Story" is presented by NBC Radio Mondays through Fridays, 10:05-10:30 a.m., EDT).

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Alberta Belle Harring & Comment

CAST AND CREDITS FOR "ALL THE KING'S MEN" ON "KRAFT THEATRE"
IN TWO-PART COLORCAST ADAPTATION (NBC-TV, WEDNESDAYS,
MAY 14 AND 21, 9 TO 10 P.M., EDT)

TITLE:

DESCRIPTION:

CAST:

ORIGINATION:

EXECUTIVE PRODUCER:

PRODUCER:

ASSOCIATE PRODUCER:

DIRECTOR:

ASSISTANT DIRECTOR:

UNIT MANAGER:

MUSICAL DIRECTOR:

"All the King's Men"

A Talent Associates production, adapted

by Don Mankiewicz from Robert Penn

Warren's Pulitzer Prize novel of

1947.

NEVILLE BRAND as Willie Stark
WILLIAM PRINCE as Adam Stanton
FRANK CONROY as Judge Irwin
ROBERT EMHARDT as Tiny Duffy
MAUREEN STAPLETON as Sadie Burke
ANNE MEACHAM as Anne Stanton
FRED SCOLLAY as Jack Burden
PERRY WILSON as Lucy Stark
Live from NBC-TV's color studios,

Brooklyn, N.Y.

David Susskind

Robert Herridge

Charles Schultz

Sidney Lumet

Claire Sheridan

Dick Swicker

John Geller

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2 - Credits for 'Kraft Theatre'

DESIGNER: Duane McKinney

COSTUMES: John Boxer

MAKEUP: Bob O'Bradovich

LIGHTING DIRECTOR: Leo Farrenkopf

TECHNICAL DIRECTOR: Bob Hanna

AUDIO: Norman Ogg

SPECIAL EFFECTS: Dick Aimone

STAGE MANAGER: Bill Post

MANAGER OF COLOR CONTROL: Reid Davis

SPONSOR: Kraft Foods Company

AGENCY FOR SPONSOR: J. Walter Thompson Company

NBC-New York, 5/7/58

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BARRY JONES TO PORTRAY KING IN "THE MAGIC FISHBONE" ON "SHIRLEY TEMPLE'S STORYBOOK"

Noted actor Barry Jones will portray the King in "The Magic Fishbone" on SHIRLEY TEMPLE'S STORYBOOK <u>Tuesday</u>, <u>Aug. 19</u> (NBC-TV, 8 p.m., EDT).

The Charles Dickens story, adapted for TV by Margaret Fitts, will go before the cameras in Hollywood on May 14. The Shirley Temple series is produced by Henry Jaffe Enterprises, in association with Screen Gems, Inc.

Jones will play the hard-working King who must labor as an office clerk to support his large family. His youngest daughter receives a magic fishbone -- with the assurance that one wish, and only one, will be granted.

Jones, a familiar figure to television viewers, has appeared in 15 plays in the past 14 months, including starring roles in "Little Moon of Alban" on "Hallmark Hall of Fame," and "Dog in a Bush Tunnel" and "Man of Authority," both on "Kraft Television Theatre." His motion picture career includes roles in "Seven Days to Noon," "The Plymouth Adventure," "Alexander the Great" and "War and Peace." Recently he appeared on Broadway in the drama "The Cave Dwellers."

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NBC'S BOB PRIAULX TAKES A LOOK AT EUROPEAN NEWSCASTING

Remember that comic routine about British fight announcers describing everything but the fight?

Newsmen on British TV do almost the same thing.

That's the word which NBC News director Bob Priaulx brought back with him from a recent trip to Europe. He went over to work on a COMMENT show, "France, Germany and the Future of Europe," which will be presented <u>Sunday, May 11</u> (NBC-TV, 2:30-3 p.m., EDT).

"An American, I'm afraid, would be rather surprised at a British newscast," Priaulx said. "Here, we describe closely what's happening on a news film. The British don't."

Americans, too, would notice these other aspects of British news shows -- far more personal opinion given, less film used, fewer electronic aids and much barer studio sets. "They usually just read," Priaulx said.

After spending some time in prim, orderly British studios, he went to France and found the situation there chaos by comparison.

"Directors explode, people chatter, everyone's excited -- but somehow, they get results," he said.

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Production techniques at both places, he found, are generally similar to American TV. "They use far fewer people, though, for economic reasons -- everyone does a lot of different jobs."

Attitudes toward American TV, however, differ markedly in Britain and France.

The French, Priaulx said, are highly enthusiastic about anything American, "TV-wise." They look to us as leaders, he said, "scarcely showing any interest in the British."

Which country's TV did he find more interesting? "They both have their merits," Priaulx said diplomatically.

NBC-New York, 5/7/58

CHIEF EXECUTIVES OF FOUR STATES TO REPORT FROM GOVERNORS CONFERENCE ON 'THE AMERICAN FORUM'

Four governors will report directly from the 50th annual Governors Conference at Miami, Fla., Sunday, May 18 in a special presentation of THE AMERICAN FORUM (NBC-TV, 3-3:30 p.m., EDT; NBC Radio as part of "Monitor," 10:30-11 p.m., EDT).

Participants will be Governors Robert B. Meyner,
Democrat, of New Jersey; James Coleman, Democrat, of Mississippi;
Harold Handley, Republican, of Indiana, and Robert Smylie,
Republican, of Idaho.

Steve McCormick will be the moderator of "The American Forum," which will originate at Station WCKT, Miami.

"The American Forum" will replace YOUTH WANTS TO KNOW on that day only. Theodore Granik is the producer of both programs.

"The American Forum" is a Public Affairs presentation of NBC News.

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May 8, 1958

SHAKESPEARE'S "MUCH ADO ABOUT NOTHING" TO BE COLORCAST
IN TWO-PART ADAPTATION ON "NBC MATINEE THEATER"

"Much Ado About Nothing," the first Shakespeare play to be scheduled on NBC MATINEE THEATER, will be presented in two parts on <u>Tuesday and Wednesday</u>, <u>May 20 and 21</u> (NBC-TV colorcasts, 3-4 p.m., EDT).

Two of the stars will be Nina Foch as Beatrice and Robert Horton (co-star of NBC-TV's "Wagon Train") as Benedict. The play has been adapted by Alan Cooke, who will also direct. Albert McCleery is executive producer of "NBC Matinee Theater."

The feature will mark the first time the program has done one play spread over two days.

MADINE

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GROUCHO NOT READY FOR OPERA YET

Groucho Marx, who long ago co-starred with his brothers in the memorable movie comedy, "A Night at the Opera," has declined an opportunity to appear in opera "for real."

"You will have to wait until I get bounced off television," the star of GROUCHO MARX -- YOU BET YOUR LIFE said that he told Rudolph Bing, general manager of the Metropolitan Opera Association in New York.

Marx hasn't been concealing an operatic baritone all these years. The role he was offered is that of Frosh, a non-singing drunken jailer who has a big scene in the third act of "Die Fledermaus."

Groucho said that Bing wanted him for six or seven performances of the opera during the coming season, between November and April, and perhaps for several more appearances on tour after that.

(GROUCHO MARX -- YOU BET YOUR LIFE is presented on NBC-TV, Thursdays, 8 p.m., EDT, and on NBC Radio, Mondays, 8:05 p.m., EDT.)

NBC-New York, 5/8/58

No. . - 10-5-1-2

12 'FATHER KNOWS BEST' EPISODES TO BE REPEATED IN SUMMER

Twelve selected episodes from the current season's presentations of FATHER KNOWS BEST will be repeated during the Summer from July 2 through Sept. 17 (NBC-TV, Wednesdays, 8:30-9 p.m., EDT). The schedule:

July 2 -- "Mother Goes to School."

July 9 -- "The Way of a Dictator."

July 16 -- "Margaret Learns to Drive."

July 23 -- "Kathy Makes a Wish."

July 30 -- "Man with a Plan."

Aug. 6 -- "Big Sister."

Aug. 13 -- "Follow the Leader."

Aug. 20 -- "Mr. Beal Meets His Match."

Aug. 27 -- "Calypso Bud."

Sept. 3 -- "Awkward Hero."

Sept. 10 -- "The Indispensable Man."

Sept. 17 -- "Kathy's Big Chance."

FIVE SELECTED 'LORETTA YOUNG SHOWS'

TO HAVE REPEAT SHOWINGS IN JUNE

Five programs that have proved of special interest to the viewing public have been selected for repeat telecasts in June on THE LORETTA YOUNG SHOW (NBC-TV, Sundays, 10 p.m., EDT). They are:

June 1 -- "Little League."

June 8 -- "The Great Divide."

June 15 -- "The Legacy."

June 22 -- "The Little Witness."

June 29 -- "Dear Milkman."

NBC-New York, 5/8/58

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May 9, 1958

TWO-DAY 'TODAY' COVERAGE OF GOVERNORS CONFERENCE IN MIAMI BEACH
TO INCLUDE ROUNDTABLES WITH GOVERNORS AS PARTICIPANTS

Governors will join in roundtable discussions and governors' wives will model clothes of top American designers in two of the special highlights of TODAY's two-day coverage of the Governors Conference from Miami Beach, Fla., Monday and Tuesday, May 19-20. (NBC-TV Network, except WRCA-TV, 7-10 a.m., EDT; WRCA-TV only, 7-9 a.m., EDT).

The roundtables on state and national problems will have as panelists Governors Orval Faubus (D.-Ark.); G. Mennen Williams (D-Mich.) and Harold W. Handley (R.-Ind.), among others.

Petite singer Genevieve, who has scored on the NBC-TV

Network's "Jack Paar Show," will join Dave Garroway and the "Today" regulars for the two-day Florida origination. Various locations in and around the Americana Hotel, headquarters for the Governors

Conference, will serve as background for the "Today" program.

Following are detailed listings of the two Florida shows:

Monday, May 19 -- Dave Garroway, Frank Blair and "Today" reporter Joe Michaels hold a roundtable discussion with Governor Orval Faubus and a Republican governor, to be announced, on "The Responsibilities of a Governor to his State and the Nation."

(more)

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Dave Garroway and Genevieve interview the only bachelor governor, Dennis J. Roberts (D.-R.I.)

Host Governor LeRoy Collins (D.-Fla.) will talk about the four days of meetings and the program of the conference.

A special "Today" film, "Florida's People," narrated by Dave Garroway, will report on the state's agricultural and industrial expansion by showing how the people work and live in Florida's new diversified economy.

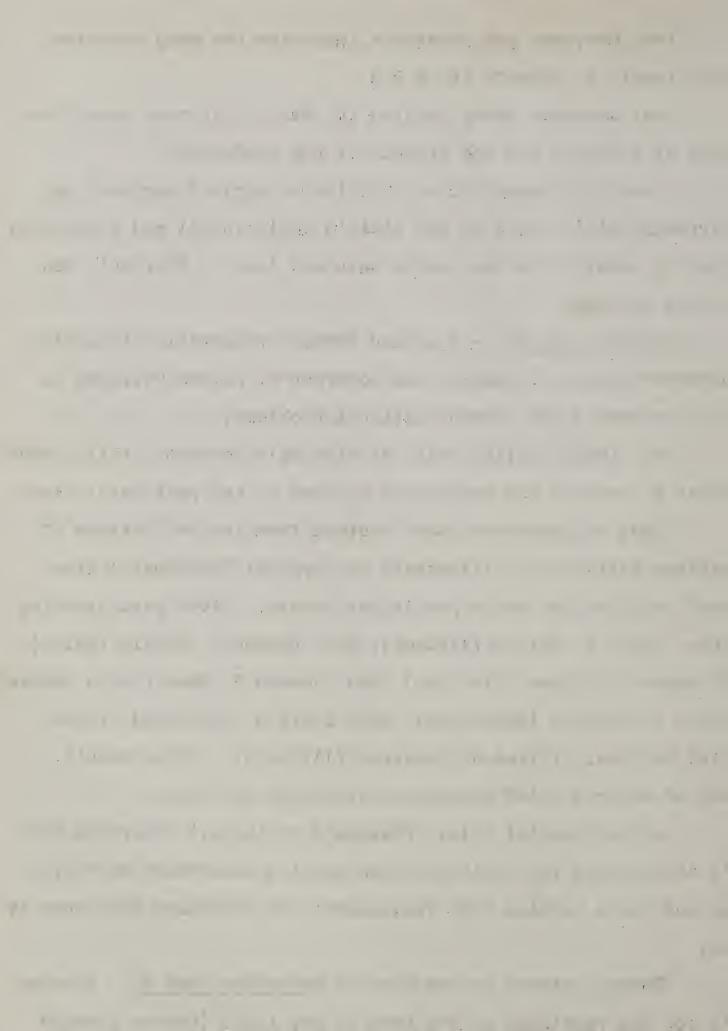
Tuesday, May 20 -- A second "Today" roundtable discussion with Governor Harold W. Handley and Governor G. Mennen Williams on politics, economics and current national problems.

Mrs. LeRoy Collins, wife of Florida's governor, tells about her duties as hostess and unofficial adviser to the governors' wives.

Wives of governors model clothes from the collections of top American designers to illustrate the typical "governors' wives wardrobe" suitable for their particular locale. Wives participating are: Mrs. James E. Folsom (Alabama), Mrs. Edmund S. Muskie (Maine), Mrs. G. Mennen Williams (Michigan), Mrs. Joseph J. Foss (South Dakota), Mrs. Frank G. Clement (Tennessee), Mrs. Cecil H. Underwood, (West Virginia) and Mrs. William G. Stratton (Illinois). Ellen Muskie, daughter of Maine's chief executive, will join the group.

Another special film, "Florida's Visitors," describes the state's attractions for visitors, from peering underwater at Silver Springs and quail hunting near Tallahassee to attending the races at Hialeah.

"Today" returns to New York on <u>Wednesday</u>, <u>May 21</u>. Program details for the remainder of the week of May 19-23 (Monday through Friday) will be announced.





OLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

MAY 18 - 24

(All Times EDT)

Sunday, May 18

7:00-7:30 p.m. -- MY FRIEND FLICKA.

8:00-9:00 p.m. -- THE STEVE ALLEN SHOW -- With Lou Costello, Ronnie
Deauville, Beverly Kenny, Dick Clark, Abby Van Buren,
Maurice Gosfield, Sid Gould and Mr. Ballantine.

9:00-10:00 p.m. -- THE DINAH SHORE CHEVY SHOW -- With Ginger Rogers,

Ida Lupino and Howard Duff, and the comedy team of Elaine May
and Mike Nichols.

Monday, May 19

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Nine Finger Jack."

7:30-8:00 p.m. -- THE PRICE IS RIGHT -- Bill Cullen is emcee.

Tuesday, May 20

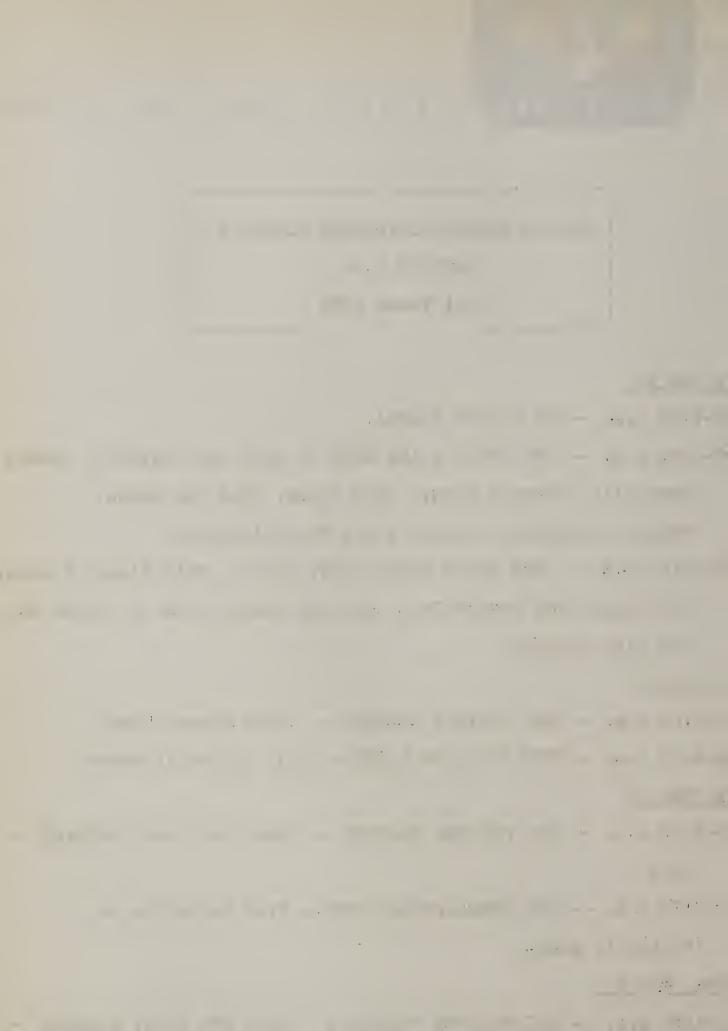
3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Much Ado About Nothing" Part I.

8:00-9:00 p.m. -- THE GOBEL-FISHER SHOW -- Fred MacMurray is tonight's guest.

Wednesday, May 21

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Much Ado About Nothing" Part II.

(more)



Wednesday, May 21

9:00-10:00 p.m. -- KRAFT THEATRE -- Part II of "All the King's Men," adapted by Don Mankiewicz from the novel by Robert Penn Warren. Neville Brand and Maureen Stapleton co-star.

Thursday, May 22

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Day of Discoveries."

7:30-8:00 p.m. -- TIC TAC DOUGH -- Jay Jackson is emcee.

10:00-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Stan Freberg is guest.

Friday, May 23

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Young and the Fair."
Saturday, May 24

8:00-9:00 p.m. -- THE PERRY COMO SHOW -- With Jane Wyman, Art Carney and the McGuire Sisters.

10:30-11:00 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

NBC-New York, 5/9/58

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IRA WOLFF NAMED MANAGER, SALES PROMOTION, NBC-TV NETWORK SALES

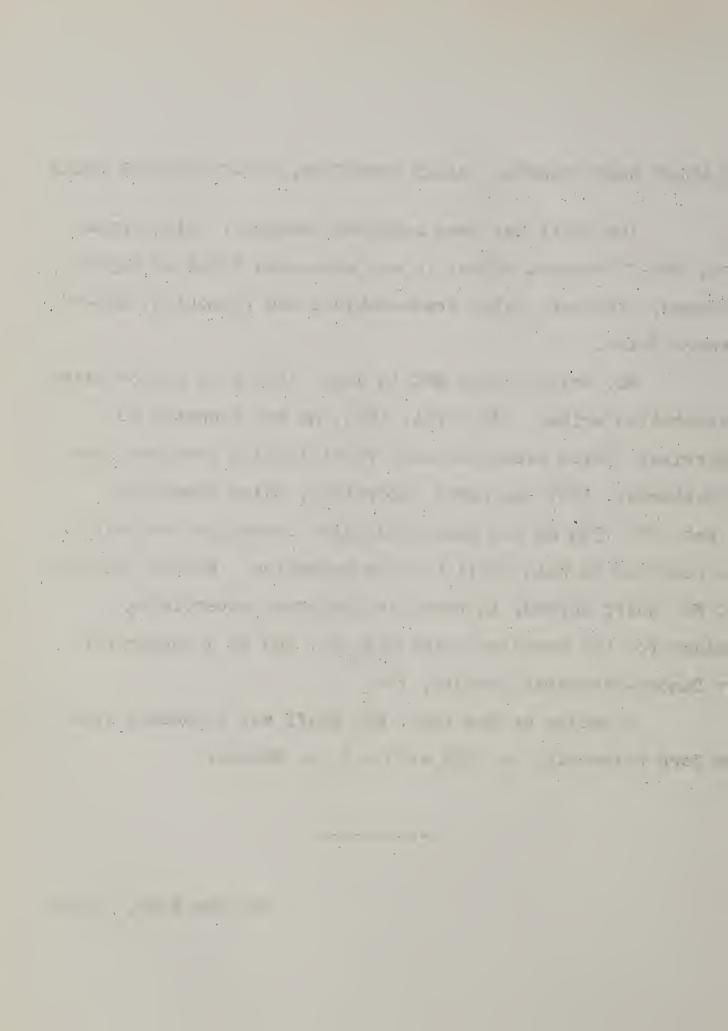
Ira Wolff has been appointed Manager, Sales Promotion, NBC-TV Network Sales, it was announced today by Raymond Eichmann, Director, Sales Presentations and Promotion, NBC-TV Network Sales.

Mr. Wolff joined NBC in July, 1954 as a junior sales presentation writer. In April, 1955, he was promoted to supervisor, sales presentations, Participating Programs, and in September, 1957 was named supervisor, Sales Promotion.

On Feb. 27, 1958 he was appointed Sales Promotion specialist, the position he held until his new promotion. Before joining NBC Mr. Wolff served, in turn, as assistant advertising manager for the Brooklyn Paint Mfg. Co. and as a copywriter for Dancer-Fitzgerald-Sample, Inc.

A native of New York, Mr. Wolff was graduated from New York University in 1950 with a B. S. degree.

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TELEVISION NEWS

May 9, 1958

SALLY ANN HOWES, STAR OF 'MY FAIR LADY,' HEADS

GUEST LIST OF 'PERRY COMO SHOW'

Sally Ann Howes, star of the Broadway musical hit, "My Fair Lady," will head the guest roster of the PERRY COMO SHOW Saturday,

May 17 (NBC-TV Network, colorcast, 9-10 p.m., EDT). Perry's other guests will include Ann B. Davis, Emmy award winner for her role as Schultzy on the NBC-TV Network's "Bob Cummings Show," comedian Jack Carter and the singing Mills Brothers.

Sally Ann Howes was an immediate hit on Broadway in her first American stage role when she succeeded Julie Andrews as star of "My Fair Lady." The English-born actress took over the role last Feb. 3, a few weeks before the show's second anniversary, and has won high favor with critics and audiences. Previously, Miss Howes scored signal success in England for her starring role in "Paint Your Wagon." She is married to Richard Adler, noted Broadway composer-lyricist.

The "Perry Como Show" will open with Perry, the Ray Charles singers and Louis DaPron dancers in a production of "Honolulu" and "Hawaiian War Chant." Other selections will be "Kewpie Doll," sung by Perry and Ray Charles, and Perry's solos, which will include a medley of "Easy Street" and "When I Fall in Love," and the hymn, "Softly and Tenderly."



PROCTER AND GAMBLE EXTENDS HALF-HOUR SPONSORSHIP OF 'SUSPICION'

The Procter and Gamble Company has extended its half-hour sponsorship of SUSPICION, NBC-TV Network's Monday night (10-11 p.m., EDT) suspense-mystery series, through Sept. 22.

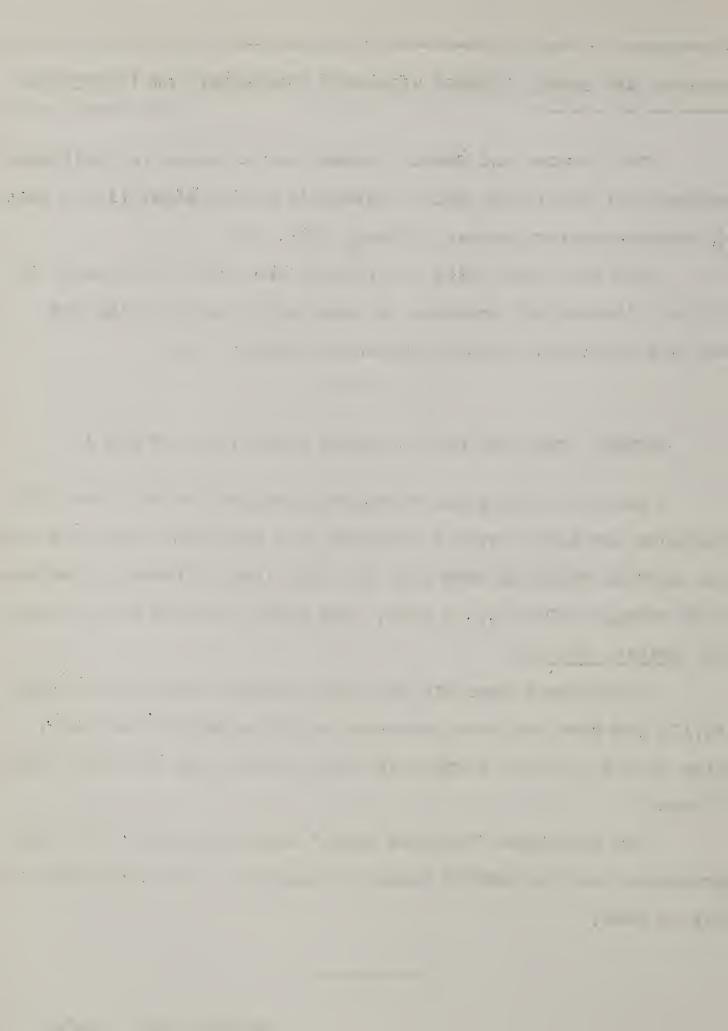
The new order calls for Procter and Gamble to sponsor 12 additional "Suspicion" programs on consecutive weeks during the Summer and was placed through Benton and Bowles, Inc.

DAYTIME 'TREASURE HUNT' REACHES 200TH TELECAST MAY 16

Host Jan Murray has exchanged pleasantries with some 300 contestants and posed several thousand quiz questions since the start of the daytime TREASURE HUNT Aug. 12, 1957 (NBC-TV Network, Mondays through Fridays, 10:30 a.m., EDT). The 200th telecast will be presented Friday, May 16.

Contestants have hit the cash treasure chest for as high as \$5,100 and have won such treasures as full-length mink coats, foreign sports cars and round-trip vacations for two to South America and Europe.

The nighttime "Treasure Hunt," which began Dec. 24, 1957, is presented over the NBC-TV Network (Tuesdays, 7:30 p.m., EDT) with Murray as host.



13 EPISODES OF 'THE CALIFORNIANS' TO BE REPEATED IN SUMMER

Thirteen episodes of THE CALIFORNIANS, starring Richard Coogan as early San Francisco's gambling marshal Matthew Wayne, will be repeated during the Summer, <u>Tuesdays</u>, <u>June 24 through Sept. 16</u> (NBC-TV Network, 10 p.m., EDT).

The schedule:

June 24 -- "The Man from Philadelphia."

July 1 -- "The Marshal""

July 8 -- "Death by Proxy."

July 15 -- "The Street."

July 22 -- "J. Jimmerson Jones, Inc."

July 29 -- "Skeleton In The Closet."

Aug. 5 -- "The Foundling."

Aug. 12 -- "Second Trial."

Aug. 19 -- "The Inner Circle."

Aug. 26 -- "The Golden Bride."

Sept. 2 -- "Murietta."

Sept. 9 -- "Shanghai Queen."

Sept. 16 - "Bridal Bouquet."

"The Californians" is sponsored on alternate weeks by Singer Sewing Machine Co. and Thomas J. Lipton, Inc. The agency for both sponsors is Young and Rubicam, Inc.

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11 'M SQUAD' PROGRAMS TO BE REPEATED IN SUMMER

Eleven M SQUAD telefilms have been selected to be repeated during the Summer (NBC-TV Network, Fridays, 9 p.m., EDT). They are:

June 27 -- "The Golden Look"

July 4 -- "Pete Loves Mary"

July 11 -- "Neighborhood Killer"

July 18 -- "The Watchdog"

July 25 -- "Street of Fear"

Aug. 1 -- "Killer in Town"

Aug. 8 -- "Diamond Hard"

Aug. 15 -- "Family Portrait"

Aug. 22 -- "The Long Ride"

Aug. 29 -- "Blue Indigo"

Sept. 5 -- "The Specialists"

Alternate sponsors of "M Squad" are Hazel Bishop, Inc., through the Raymond Spector Co., Inc.; and the American Tobacco Co., through Sullivan, Stauffer, Colwell and Bayles.

BIG FAN MAIL APPLAUDS ROBERTA SHERWOOD'S "FORD SHOW" APPEARANCE

A total of 25,000 fan letters reached Tennessee Ernie Ford's office after the recent guest appearance of singer Roberta Sherwood on THE FORD SHOW (Thursdays, NBC-TV Network, 9:30 p.m., EDT). Many letters expressed pleasure at having two singers who so obviously enjoyed singing. The telecast led to other TV offers for Miss Sherwood and Ernie is trying to schedule her for a return appearance before the end of the season.

NBC-New York, 5/9/58



May 12, 1958

SINGER SEWING MACHINE CO. AND THOMAS J. LIPTON, INC.
RENEW 'THE CALIFORNIANS' FOR 1958-59 SEASON

THE CALIFORNIANS, historic adventure series on NBC-TV Network, has been renewed for the 1958-59 season by the Singer Sewing Machine Company and Thomas J. Lipton, Inc., alternate-week sponsors, it was announced today by Walter D. Scott, Vice President, Television Network Sales, for NBC.

Singer's renewal of "The Californians" (telecast Tuesdays from 10-10:30 p.m., NYT) is effective Sept. 23 and Lipton's renewal is effective Sept. 30. Young and Rubicam, Inc., is the agency for both advertisers.

"The Californians" is set in the rugged, exciting Gold Rush era of pre-statehood California, and stars Richard Coogan as early San Francisco's Marshal Matthew Wayne.

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May 12, 1958

NBC'S "ASSIGNMENT: SOUTHEAST ASIA" NAMED "BEST PUBLIC AFFAIRS PROGRAM
IN TELEVISION" IN "OHIO STATE AWARDS" COMPETITION; ADDITIONAL HONORS
GO TO OTHER NBC-TV AND RADIO PROGRAMS AND NETWORK AFFILIATES

"Assignment: Southeast Asia," a color film presentation of the National Broadcasting Company, has been voted the best public affairs program in television, in the annual "Ohio State Awards" competition.

The 90-minute program, filmed in six nations of Southeast Asia, was produced and directed by Robert D. Graff and narrated by James A. Michener. The citation read:

"Consistent high quality in all aspects of production, plus a unique narrator, was combined with excellent documentary camera techniques. The program spotlighted in an intellectual and emotional fashion a geographical area that is coming to play an ever-more-important role in world affairs."

A number of other NBC television and radio programs were also honored. The awards, given by the Institute for Education by Radio-Television of Ohio State University, are among the most coveted in broadcasting.

Special recognition was voted to the NBC owned-and-operated stations for their recent "Know Your Schools" project, carried out in (more)

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cooperation with the Department of Health, Education and Welfare,

"for a carefully planned saturation campaign using radio and television and involving both national resources and local adaptations
to alert the general public to the needs of American Schools and

Colleges and to the individual's responsibility for their improvement."

"Project 20" won a special award in the "cultural" category, which includes drama, art, science and literature. The series was created and produced by the late Henry Salomon Jr. The citation read:

"This series, highlighting events of the first half of this century, is extremely useful in helping Americans to know and understand the history of this country and to gain clearer insights into present-day society. The sample program, 'The Innocent Years,' is delightfully entertaining, yet socially significant. Through discriminating choice of documentary film, highly skillful editing, intelligent and restrained commentary, and the use of a sparkling musical background perfectly suited to the pictorial presentation, the makers of this film caused the past to come alive."

NBC's "Omnibus," produced by Robert Saudek, won an honorable mention in the same category. The citation read:

"A series of this type has high cultural value. It frequently includes notable historical and biographical productions as in the sample program, 'The Life of Samuel Johnson.' Peter Ustinov's magnificent performance of the title role made this a memorable event in television. Ably supported by a large and competent cast, Mr. Ustinov sustained for long periods of time a consistent, believable character. The authentic sets, excellent direction, and the superior



camera work and lighting contributed much to a television production that made an important era come alive and undoubtedly stimulated interest in Samuel Johnson, his works, and the times in which he lived."

"Frontiers of Faith," NBC-TV Network religious program serving the three major faiths, won an honorable mention in the category of programs directed to special-interest groups. The National Council of Churches of Christ, the National Council of Catholic Men, and the Jewish Theological Seminary shared in the citation, which read:

"Experimentation in religious programming reaches a new level of achievement with the presentations of the three major faiths on this outstanding series. The utilization of the dance, imaginative use of light and the incorporation of folk stories -- a part of the religious culture -- marks this as noteworthy programming. It is cited for the free expression of religious feelings through the arts."

NBC Radio's "The Eternal Light," produced in association with the Jewish Theological Seminary of America, was adjudged the best religious program in radio. The citation said the program "dramatically relates religious truth to contemporary life in an absorbing, moving and meaningful manner."

"Stars of Tomorrow," presented over the NBC-owned station, WRCV, Philadelphia, by the Division of Music Education of the Philadelphia Public Schools, won a top award in the local-station category.

Another NBC-owned station, WRCA, New York, won an honorable mention for its one-time broadcast, "The New Class," based on the book ty Milovan Djilas.

4 - Ohio State Awards

NBC television and radio affiliates also shared in the awards.

KRON-TV, San Francisco, won an honorable mention for its series, "Science in Action."

WSB-TV, Atlanta, won an honorable mention for its series, "The Road Back."

WSB, Atlanta, won a top award for "Witness," dealing with major problems and issues of past and present.

KTAR, Phoenix, won an honorable mention for its "Handy Andy" series.

NBC-New York, 5/12/58

'COMMENT' TO TAKE NEW TIME SPOT JULY 6

NBC News' COMMENT on the NBC-TV Network will move to a new time -- 5:30-6 p.m., EDT -- on Sunday, July 6, William R. McAndrew, Vice President, News, announced today.

"Comment," currently televised on Sundays from 2:30-3 p.m., EDT, will be off the air for a three-week period, starting June 15 and will return July 6 in the new time period (which is now occupied by "Saber of London").

"Comment" presents NBC News correspondents and other top newsmen in an analysis and discussion of vital issues in the news. Each participant usually presents some aspect of a general topic, and the subject is then considered in a round-table discussion. Julian Goodman is producer of "Comment."

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NBC-New York, 5/12/58

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May 13, 1958

'PERRY COMO SHOW' SOLD OUT FOR 1958-59

THE PERRY COMO SHOW, top-rated Saturday night music-variety program (NBC-TV Network, colorcast 8-9 p.m., NYT), is completely sold out for the 1958-59 season, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

"The Perry Como Show" will begin its fourth season Sept. 13.

The following advertisers will sponsor one-half of the program on various dates during 1958-59 (the first six, current sponsors of the show, have renewed for the upcoming season):

The Sunbeam Corporation, through the Perrin-Paus Co.; the American Dairy Association, through Campbell-Mithun, Inc; the Kimberly-Clark Corporation, for its Kleenex and other products, through Foote, Cone and Belding; the Radio Corporation of America and the Whirlpool Corporation, through Kenyon and Eckhardt, Inc.; the Noxzema Chemical Company, through Sullivan, Stauffer, Colwell and Bayles, Inc.; and the Chemstrand Corporation, with a new order, through Doyle Dane Bernbach, Inc.

One of the top award-winning programs in television, "The Perry Como Show" again will originate next season from New York's Ziegfeld Theatre.

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DLOR TELEVISION NEWS

May, 13, 1958

'BOB CROSBY SHOW,' STARRING THE SINGER-BANDSMAN WITH GRETCHEN WYLER, STARTS SUMMER COLORCASTS IN PERRY COMO TIME-SPOT SATURDAY, JUNE 14

The BOB CROSBY SHOW, starring the singer-bandsman with songand-dance comedienne Gretchen Wyler, will begin a new 13-week colorcast series on the NBC-TV Network starting Saturday, June 14 (8-9 p.m., EDT).

The colorcasts will fill the Summer time period of the vacationing "Perry Como Show," which concludes its current series

June 7 and returns to the NBC-TV Network Sept. 13 for the 1958-59 season.

The "Bob Crosby Show" will present musical-variety entertainment spotlighting the talents of Crosby and Miss Wyler. The series also will feature guest stars, who will perform their own specialties and join the show's stars in song, dance and light comedy. Dancers and a singing group will complete the regular cast of the full-hour series.

Crosby, a showbusiness figure for more than 20 years, has a flair for repartee and other comedic subtleties in addition to his musicianship. Though he suffered stagefright at his first vocal audition for an orchestra leader, the young singer got through his songs and got the job. In 1935, he led his own band which featured the famed Crosby Bobcats. Crosby, alone and with the group, has since had success in TV, radio, vaudeville, nightclubs and motion pictures.

(more)



Miss Wyler began her career in the ballet of the noted St.

Louis Municipal Opera in 1950. From there she went to New York as featured dancer on the Kate Smith TV show. Her first entrance on Broadway was as understudy to Ray Bolger's leading lady in "Where's Charley?" Other Broadway parts included the role of Miss Adelaide in "Guys and Dolls," the Hollywood star in "Silk Stockings," and, in 1956-57, Lola in "Damn Yankees," which she repeated last Summer in the outdoor circuits. She also has appeared on television in dramatic, variety, comedy and musical shows.

The "Bob Crosby Show" will be produced by Louis DaPron, who has been choreographer of the "Perry Como Show" for the past three years. Music will be under direction of Carl Hoff with Peter Gennaro as choreographer. Other production credits will be announced.

The colorcasts, which will originate at the Ziegfeld Theatre in New York City, will be under the sponsorship (on various dates) of: the American Dairy Association (through Campbell-Mithun, Inc., agency); Kimberly-Clark Corporation, for Kleenex products (Foote, Cone and Belding); Knomark Manufacturing Co., Inc., for Esquire Shoe Polishes, (Emil Mogul Co.); Noxzema Chemical Co. (Sullivan, Stauffer, Colwell and Bayles, Inc.); Radio Corporation of America and Whirlpool Corporation (Kenyon and Eckhardt, Inc.), and the Sunbeam Corporation (Perrin-Paus Co.).

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NBG BADIO NETWORK MEWS

May 13, 1958

GREAT SUMMER CUSTOM OF EATING OUTDOORS TO GET ADDED IMPETUS
THROUGH INTENSIVE CAMPAIGN ON NBC RADIO NETWORK PROGRAMS

The great American custom of eating outdoors in the Summertime will be promoted in an intensive campaign by the NBC Radio Network to stimulate Summer sales of food and other items connected with this pleasurable activity.

The announcement was made today by George A. Graham Jr., Director of NBC Radio Sales Planning, who said the campaign theme -- that eating outdoors is convenient, easy and fun -- will be stressed around the clock daily for five weeks, starting Monday, June 16.

"We're giving this traditional American custom the strong support possible only through network radio with its coast-to-coast audience, its array of top entertainers and its outstanding promotion facilities," Mr. Graham said. "This is our contribution to the overall effort of the food industry and allied groups to maintain a high level of Summer business. It will provide food retailers with an editorial backdrop that will give extra impact to their own merchandising plans."

Sales of packaged goods, baked goods, beverages, paper products and outdoor appliances should benefit from the powerful and consistent on-the-air support, he said.

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Many phases of outdoor eating -- from simple backyard barbecues to elaborate Hawaiian "luaus" -- will be covered in a saturation schedule of announcements and special features on BERT PARKS' BANDSTAND, NIGHTLINE and MONITOR. Picnic suggestions, camping tips and recipes for outdoor dishes will be only a few of the many ways the theme material will be presented by NBC Radio personalities and their guests.

The NBC Radio Network's 200 affiliated stations will support and complement the network activity with local promotions in cooperation with community stores, Mr. Graham said. The stations will receive kits from NBC containing suggestions and editorial material for on-the-air use, tapes and recordings of "Summertime is outdoor eating time" announcements, and publicity releases adaptable to their respective areas. They will also receive window streamers and other promotion tools for distribution to local retailers.

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NBC-New York, 5/13/58

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CLOSED CIRCUIT FOR DOCTORS, PRODUCED AND STAGED BY NBC TELESALES, WINS FIRST AWARD IN OHIO STATE COMPETITION

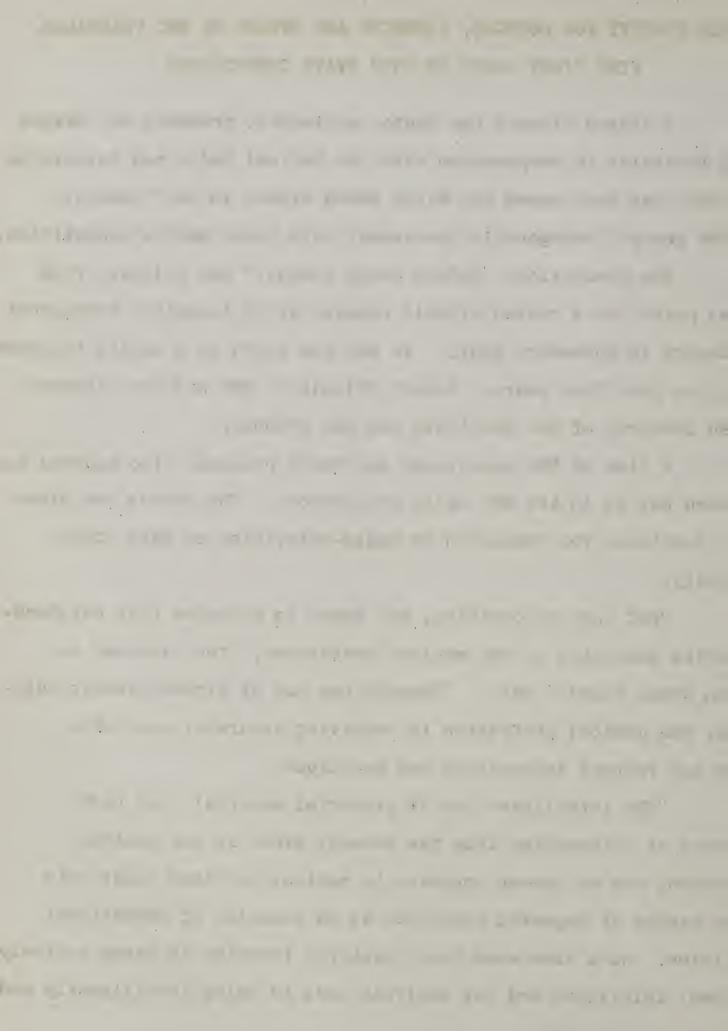
A closed circuit for doctor audiences, produced and staged by NBC Telesales in cooperation with the Medical Radio and Television Institute, has been named the First Award winner in the "special interest groups" category in the annual Ohio State Awards competition.

The production, "Upjohn Grand Rounds," was telecast from various points to a closed circuit network of 55 locations throughout the country in November, 1957. It was the sixth in a series telecast within the past four years. Robert Priaulx of NBC was the director, Stephen Schwartz of the Institute was the producer.

A list of NBC television and radio programs also honored was announced May 12 in the NBC Daily News Report. The awards are given by the Institute for Education by Radio-Television of Ohio State University.

"Not only recognition, but honor is accorded this outstanding series dedicated to the medical profession," the citation to
"Upjohn Grand Rounds" said. "Through the use of closed circuit television, the medical profession is receiving accurate, up-to-theminute and factual information and technique.

"The intelligent use of pictorial material, the best resources of information from the keenest minds in the medical profession, and an honest approach to medical problems makes this series worthy of repeated attention as an exemplar of educational television. At a time when the scientific frontier is being actively explored, television and its manifold uses is being intelligently and properly exploited."





May 13, 1958

HUNTLEY-BRINKLEY 'NBC-NEWS' SERIES NAMED BEST NEWS SHOW ON AIR IN LOOK-LISTEN OPINION POLL; HONORS TO OTHER NBC PROGRAMS, TOO

NBC NEWS, NBC-TV Network series with Chet Huntley and David Brinkley, was voted the best news program on the air in the annual Look-Listen Opinion Poll conducted by the American Council for Better Broadcasts.

Other NBC programs winning top position in their categories included:

MEET THE PRESS -- Information.

SHIRLEY TEMPLE'S STORYBOOK -- Children's Programs.

("Meet the Press" is presented on both TV and radio.

FATHER KNOWS BEST -- Situation comedy.

"Shirley Temple's Storybook" and "Father Knows Best" are presented on TV only.)

Taking part in the poll were 6,879 "monitors" in 30 states.

The ACBB is sponsored by such national organizations as the American Association of University Women, the General Federation of Women's Clubs, the National Grange, the American Legion Auxiliary and the National Federation of Music Clubs.

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SPECIAL EDITION OF 'BRIEFING SESSION,' EDUCATIONAL TV SERIES,

TO EXAMINE 'SOVIET CHALLENGE' IN LIVE NETWORK TELECAST

Viewers across the country will have the chance to assay one of the programs being produced by NBC's Peabody Award-winning Educational Television Project when a special edition of BRIEFING SESSION is presented live from New York on the NBC Television Network Sunday, May 25 (3:30-4 p.m., EDT).

Subject of the "extra" will be "The Soviet Challenge: Is the U. S. Winning the War of Ideas?"

A TV study of American foreign policy, "Briefing Session" was launched March 25 as part of the continuing Educational Tele-vision and Radio Center at Ann Arbor, Mich. It is being sent out live to the country's interconnected educational TV stations over NBC's regular network facilities on 13 successive Tuesdays from 10:30 to 11 p.m., EDT. Many NBC affiliated stations are carrying the series on delayed basis by kinescope.

On-camera for the special edition May 25 will be the program's regular weekly team: Erwin D. Canham, editor-in-chief of the Christian Science Monitor, as host; Merrill Mueller, NBC News correspondent, as facts specialist; and Dr. Robert Strausz-Hupe, director of the Foreign Policy Research Institute, University of Pennsylvania, as political analyst.

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With them will be representatives of national policies and divergent points of view. (Names of guests will be announced later.)

Joel O'Brien is producer of "Briefing Session," Frank

Pacelli director, Joan Seaver the writer.

"NBC and the Center have arranged this Sunday show for the network with the thought that people might be interested in seeing the kind of programming that has been going out through the country under the aegis of national educational television," O'Brien said.

The program series aims to explore major world issues confronting U. S. foreign policy, to present facts pertaining to the issue in a manner which will allow the viewer to weigh and evaluate for himself the various viewpoints involved, and to examine the nature of this country's interest and policy in regard to the issue. Subjects on the agenda range from Red China ("How Would Recognition Affect East-West Balance of Power?") and Japan ("Are We Making Friendship Too Costly for the Japanese?") to Germany ("Can Germany Be Reunified?") and the Western Alliance ("Is NATO Adequate to Meet the Soviet Threat?").

"Briefing Session" is one of four 13-week Project program series being presented this Spring -- three of them live. The others:
"Decision for Research," which is designed to interest young people in careers in medical and scientific research; "The Subject Is Jazz," which is the first live program series devoted to jazz, and "Report from America," which explores on film various aspects of life in the U.S.

The Educational Television Project, launched March 11, 1957, brought into being the first live programming ever to be produced (more)

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3 - 'Briefing Session'

expressly for educational TV stations on a nationwide basis. It is under the over-all supervision of Edward Stanley, NBC Director of Public Affairs. Brice Howard is executive producer.

The George Foster Peabody Award that came to the Project last month cited its "far-reaching significance to broadcasting and education" and called it a "distinguished contribution to the good life and a better America."

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NBC-New York, 5/13/58



COLOR TELEVISION NEWS

May 13, 1958

TOM HANSEN, DANCER ON 'YOUR HIT PARADE,' NAMED CHOREOGRAPHER FOR REMAINDER OF SEASON

Tom Hansen, a featured dancer on YOUR HIT PARADE for six years, takes over this week as choreographer on the Saturday night song-and-dance series for the remainder of the season (NBC-TV Network colorcasts, 10:30 p.m., EDT).

He will replace Ernie Flatt, who has been dance director and stager of musical numbers for the past two seasons. Flatt has gone to the West Coast to choreograph the new stage musical, "Grand Hotel."

Hansen did the choreographer's stint on "Your Hit Parade" early this season for two weeks and, according to Flatt and producer Dan Lounsberry, did so well that he was the logical choice for the new assignment.

The young dancer was born and raised in San

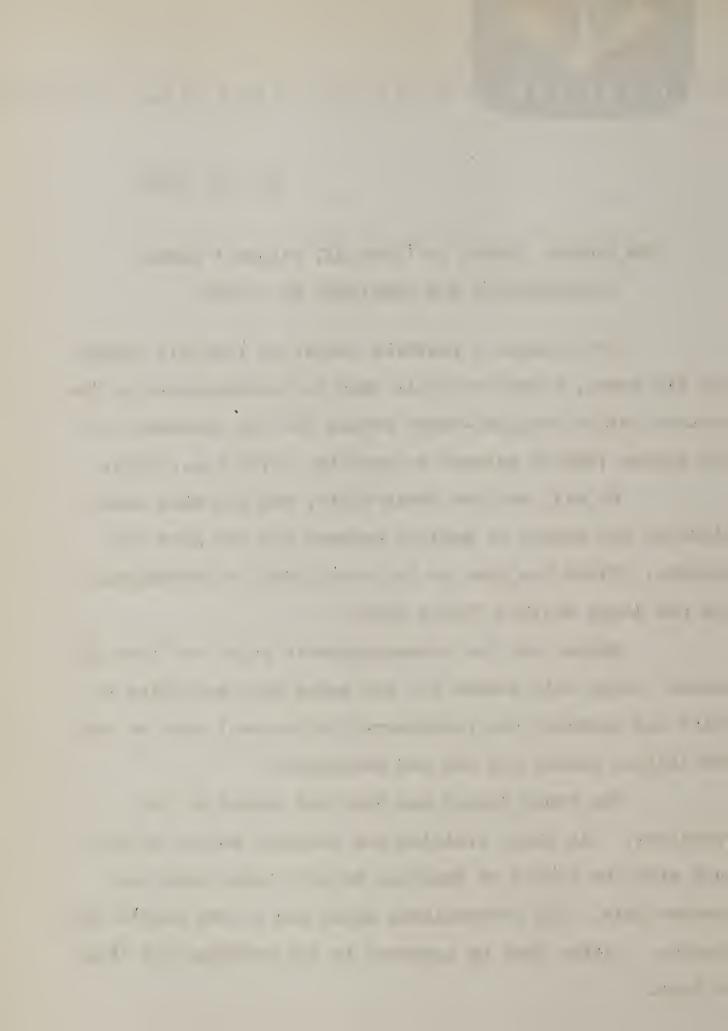
Francisco. His dance training was received mainly in New

York with the School of American Ballet, Hanya Holm and

Chester Hale. His professional debut was at New York's Roxy

Theatre. After that he appeared in the Broadway hit "Kiss

Me Kate."



He has danced on numerous TV shows and was assistant to choreographer Tony Charmoli on the West Coast. Hansen also has written several shows in collaboration. Recently he wrote, directed and choreographed an off-Broadway musical. When not busy on TV or Broadway, Hansen has filled in with Summer stock and concert dance appearances.

This Summer he will choreograph and dance in a show called "Your Hit Parade Review" which will tour American Armed Forces bases in Europe for 10 weeks. Thelma Tadlock, also of "Your Hit Parade," will dance in it with him.

Hansen lives in a New York bachelor apartment. Although he did nothing to set it in motion, some of his admiring viewers got together and formed a Tom Hansen Fan Club. At the start of this past season Hansen was choreographer for the NBC-TV Network closed circuit show introducing its stars and programs for 1957-58 schedule.

NBC-New York, 5/13/58

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COLOR TELEVISION NEWS

NBC-TV NETWORK COLOR TELECAST SCHEDULE FOR JUNE, 1958

Sunday, June 1

7-7:30 p.m. -- NOAH'S ARK. (Film). (PREMIERE)

8-9 p.m. -- STEVE ALLEN SHOW -- Mel Torme, Sandra McCorkle, Martha Raye and Gus Bivona.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- With Miyoshi Umeki and Red Buttons.

Monday through Friday, June 2-6

3-4 p.m. -- NBC MATINEE THEATER.

Monday, June 2

7:30-8 p.m. -- THE PRICE IS RIGHT -- with Bill Cullen.

Tuesday, June 3

8-9 p.m. -- THE INVESTIGATOR -- a new live mystery series. (PREMIERE)

Wednesday, June 4

9-10 p.m. -- KRAFT THEATRE -- "The Last of the Belles," by F. Scott Fitzgerald, adapted by Leslie Slote.

Thursday, June 5

7:30-8 p.m. -- TIC TAC DOUGH -- with Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- With John Raitt as guest.



2 - NBC-TV Network Color Telecast Schedule

Saturday, June 7

- 8-9 p.m. -- THE PERRY COMO SHOW -- With Eydie Gorme and Paul Anka as guests.
- 10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

Sunday, June 8

7-7:30 p.m. -- NOAH'S ARK.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- With Shirley MacLaine,
Rossano Brazzi, and Steve Lawrence as guests.

Monday through Friday, June 9-13

3-4 p.m. -- NBC MATINEE THEATER.

Monday, June 9

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, June 10

8-9 p.m. -- THE INVESTIGATOR.

Wednesday, June 11

9-10 p.m. -- KRAFT THEATRE -- "The Stars Grow Pale," by Karl Bjarnhof.

Thursday, June 12

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- With Earl Holliman.

Saturday, June 14

8-9 p.m. -- THE BOB CROSBY SHOW --With Gretchen Wyler. (PREMIERE)

3 - NBC-TV Network Color Telecast Schedule

Sunday, June 15

7-7:30 p.m. -- NOAH'S ARK.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- Marge and Gower Champion and Art Carney are guests.

Monday through Friday, June 16-20

3-4 p.m. -- NBC MATINEE THEATER.

Monday, June 16

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, June 17

8-9 p.m. -- THE INVESTIGATOR.

Wednesday, June 18

9-10 p.m. -- KRAFT THEATRE -- "Killer's Choice," by Evan Hunter.

Thursday, June 19

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- With Jose Ferrer as guest.

Saturday, June 21

8-9 p.m. -- THE BOB CROSBY SHOW -- with Gretchen Wyler.

Sunday, June 22

7-7:30 p.m. -- NOAH'S ARK.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE CHEVY SHOW -- Starring Edie Adams, Janet Blair, Dorothy Kirsten, John Raitt, Rowan and Martin, and Stan Freberg.

4 - NBC-TV Network Color Telecast Schedule

Monday through Friday, June 23-27

3-4 p.m. -- NBC MATINEE THEATER.

Monday, June 23

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, June 24

8-9 p.m. -- THE INVESTIGATOR.

Wednesday, June 25

9-10 p.m. -- KRAFT THEATRE -- "Now Will You Try for Murder?" by Harry Olesker.

Thursday, June 26

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE PRICE IS RIGHT.

Saturday, June 28

8-9 p.m. -- THE BOB CROSBY SHOW -- with Gretchen Wyler.

Sunday, June 29

7-7:30 p.m. -- NOAH'S ARK.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE CHEVY SHOW.

Monday, June 30

7:30-8 p.m. -- HAGGIS BAGGIS -- new quiz show. (PREMIERE)

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May 15, 1958

GILLETTE RENEWS SPONSORSHIP OF 'CAVALCADE OF SPORTS'
TELECASTS OF FRIDAY NIGHT BOUTS FOR 52 WEEKS

The Gillette Safety Razor Company has renewed its sponsorship of the Friday night GILLETTE CAVALCADE OF SPORTS telecasts of boxing bouts on the NBC-TV Network for 52 weeks, effective July 4, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales. The programs are presented from 10 p.m., (NYT) to the conclusion of the bouts.

This will be the 15th year Gillette has sponsored boxing telecasts on NBC-TV, having been the first sponsor of a televised boxing bout on Sept. 29, 1944, over WNBT (now WRCA-TV) in New York. The Friday night bouts have been presented on the NBC-TV Network since Nov. 8, 1946.

In addition to televising some of the top boxing events, NBC-TV's "Gillette Cavalcade of Sports" series also covers other major sports events during the year, including the World Series, the All-Star baseball game and the Rose Bowl football game.

Maxon, Inc., New York, is the advertising agency for the Gillette Safety Razor Company.

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May 15, 1958

NBC-TV NETWORK'S SUMMER SCHEDULE IS ANNOUNCED

New Programs for Six out of Seven Nights Each Week, Plus
Top-Name Musical-Variety Shows, Are Listed

New programs for six out of seven nights in the week, as well as top-name musical variety telecasts, will highlight the NBC-TV Network's Summer scheduling, beginning in June. Audience-participation programs, two serial dramas, a Western and a full-hour live mystery drama will be blended with reruns of the best of the past season's filmcasts to maintain the network's high-quality programming through the Summer months.

Following is a listing of the NBC-TV Summer programs: (All Times EDT).

SUNDAY

4:00 P.M.	NO NETWORK SERVICE.
4:00 P.M.	WATCH MR. WIZARD (New time, effective June 15)
4:30 P.M.	YOUTH WANTS TO KNOW (New time, effective June 15)
5:00 P.M.	FRONTIERS OF FAITH (New time, effective June 15)
5:30 P.M.	SABER OF LONDON (continues through June 29). COMMENT moves into this time period July 6.
6:00 P.M.	MEET THE PRESS.

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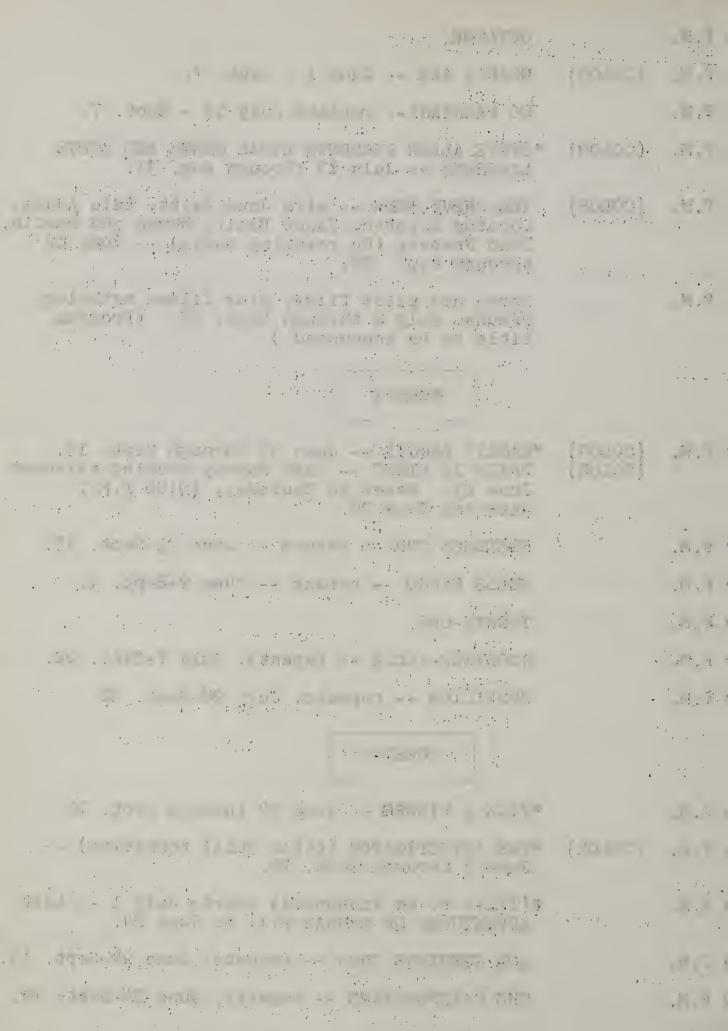
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2 - NBC-TV Network's Summer Schedule

6:30	P.M.		OUTLOOK
7:00	P.M.	(COLOR)	NOAH'S ARK June 1 - Sept. 7.
7:30	P.M.		NO WARNING! repeats July 13 - Sept. 7.
8:00	P.M.	(COLOR)	*STEVE ALLEN PRESENTS EYDIE GORME AND STEVE LAWRENCE July 13 through Aug. 31.
9:00	P.M.	(COLOR)	THE CHEVY SHOW with John Raitt, Edie Adams, Dorothy Kirsten, Janet Blair, Rowan and Martin, Stan Freberg (On rotating basis) June 22 through Sept. 28.
10:00	P.M.		Seven new pilot films, plus filmed anthology reruns, July 6 through Sept. 28. (Program title to be announced.)
			MONDAY
7:30	P.M.	(COLOR)	*HAGGIS BAGGIS June 30 through Sept. 15. PRICE IS RIGHT last Monday evening telecast June 23. Moves to Thursday, 10:00 P.M., starting June 26.
8:00	P.M.		RESTLESS GUN reruns June 23-Sept. 15.
8:30	P.M.		WELLS FARGO reruns June 2-Sept. 1.
9:00	P.M.		TWENTY-ONE.
9:30	P.M.		GOODYEAR-ALCOA repeats, July 7-Sept. 22.
10:00	P.M.		SUSPICION repeats, July 28-Sept. 22.
			TUESDAY
7:30	P.M.		*PICK A WINNER June 24 through Sept. 16.
8:00	P.M.	(COLOR)	*THE INVESTIGATOR (title still tentative) June 3 through Sept. 16.
9:00	P.M.		*(Title to be announced) starts July 1 Last ADVENTURES OF McGRAW will be June 24.
9:30	P.M.		BOB CUMMINGS SHOW repeats, June 24-Sept. 16.
10:00	P.M.		THE CALIFORNIANS repeats, June 24-Sept. 16.

* Indicates new program



WEDNESDAY

7:30 P.M.	WAGON TRAIN repeats	, July 2-Sept. 2	24.
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8:30 P.M. FATHER KNOWS BEST -- repeats, (starting date TBA).

9:00 P.M. (COLOR) KRAFT THEATRE.

10:00 P.M. THIS IS YOUR LIFE -- repeats June 25-Sept. 17.

THURSDAY

7:30 P.M. (COLOR) TIC TAC DOUGH.

8:00 P.M. GROUCHO MARX -- YOU BET YOUR LIFE -- repeats, June 26-Sept. 18. Moves to 10:00 P.M. Sept. 25.

8:30 P.M. DRAGNET -- repeats, July 3-Sept. 18.

9:00 P.M. PEOPLE'S CHOICE -- repeats, June 5-Sept. 25.

9:30 P.M. *JODY (new Western film series, starting July 3).

10:00 P.M. (COLOR) THE PRICE IS RIGHT -- starts in this time period June 26, continuing through Sept. 18.

10:30 P.M. (TBA) June 19-Sept. 11.

FRIDAY

7:30 P.M. (COLOR) *THE BIG GAME -- quiz show starting June 13.

8:00 P.M. JEFFERSON DRUM.

8:30 P.M. LIFE OF RILEY -- repeats, May 30-Aug. 22.

9:00 P.M. M SQUAD -- repeats, June 27-Sept. 5.

9:30 P.M. THIN MAN -- repeats, June 20-Sept. 12.

10:00 P.M. GILLETTE CAVALCADE OF SPORTS -- FIGHTS.

10:45 P.M. POST-FIGHT BEAT.

* Indicates new program

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SATURDAY

Daytime schedule continues, except for "Blondie," replacing ANDY'S GANG (11:30 A.M.-12 NOON, starting July 5).

7:30	P.M.	PEOPLE ARE FUNNY repeats, through Sept. 6.
8:00	P.M. (COLOR)	* THE BOB CROSBY SHOW with Gretchen Wyler (June 14 through Sept. 6).
9:00	P.M.	CLUB OASIS with Spike Jones (starts June 7) alternating with THE MAX FACTOR THEATRE (starts June 14), a series of filmed anthology repeats.
9:30	P.M.	TURNING POINT.
10:00	P.M.	TED MACK'S ORIGINAL AMATEUR HOUR (last show Sept. 20).
10:30	P.M.	THE JOSEPH COTTEN SHOW (June 14 through Aug. 30).

^{*} Indicates new program

NBC-New York, 5/15/58

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RENT REST REPORT



May 15, 1958

EVERY NATION WITH STATE-OPERATED TV NEEDS PRIVATE COMMERCIAL SYSTEM

TO ROUND OUT SERVICE, NBC INTERNATIONAL'S ALFRED R. STERN

TELLS WORLD ADMEN AFTER 40,000-MILE GLOBAL TRIP

Alfred R. Stern, Chairman of the Board of NBC International Ltd., said today (May 15) that in every country where state-operated television exists there is a need for private commercial TV to round out the service.

"Each system has its special values in the countries overseas," Mr. Stern declared. "State TV, which has less need for attracting mass audiences, can put emphasis on cultural programming -- on news, comment, information and discussion. Commercial TV, operating as an advertising medium, must program to draw large audiences -- with emphasis on entertainment."

Mr. Stern, recently returned from a 40,000-mile trip surveying television systems in all parts of the world, spoke at a luncheon meeting of the International Advertising Association at the Roosevelt Hotel, in New York City.

Outlining the functions of his company, now in its second year, Mr. Stern said: "NBC International Ltd. was set up to handle and expand the National Broadcasting Company's activities in all parts of the world, outside of the United States and Canada. We seek overseas markets for NBC programs. We look for new opportunities in foreign television properties. International trade is (more)

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a two-way street. So we are also trying to find -- and help develop -- program material abroad that will be successful on U.S. television."

The speaker took British television as an example of state and private TV working together to present a rounded service for viewers:

"The BBC has always provided a broadcasting service of high cultural and intellectual content," Mr. Stern said. "But there was need for more program choice. So the Independent Television Authority -- the ITA -- was set up as an additional and competing service. At first the ITA made large inroads in BBC audiences. The BBC met the challenge with programming which was more responsive to general public tastes and interests, and now has its full share of the British audiences. The competition has proved most beneficial all around, and most importantly it has increased the total television audience substantially."

Mr. Stern said he hoped NBC International's activities would speed the development of TV abroad. "Our stake in world television is clearly set out," he declared.

He appealed to his audience of international advertisers to support commercial television in all parts of the world, pointing out that they, too, had a stake in the future of global TV.

"Television has proved itself in America as the most powerful force for moving enormous quantities of goods quickly and economically," he said. "But just as we look to the future of international television with confidence, you must show your faith by coming in now with the support of your advertising. The advertiser and the broadcaster working together built American television

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to its present high standard. Together we can help to build television throughout the world."

Where state-owned television has already built the circulation, a commercial station starting up abroad can usually show a profit quicker than an American station starting in a new market. However, he warned, a requirement for success in a commercial operation abroad was experienced management. He took as an example an independent station in Cardiff, Wales, for which NBC International was providing management consulting services. The station showed a profit the first month it was on the air. This, Mr. Stern said, would be unbelievable in the United States, where a new station must usually expect a deficit for "a couple of years."

TV was expanding rapidly in many parts of the world, he reported. In Australia, in just a few months, six stations were established and 230,000 receivers purchased. He said that Japan had an "unusually dynamic" TV industry with eight stations and more than 1,000,000 receivers.

Even in underdeveloped nations, he added, television was already under way: Thailand with two commercial stations and 20,000 sets; Iraq with a state-owned station in Baghdad and 2,000 sets; and South Korea.

He said that in backward countries, the state's primary interest in television was for mass education, and to raise the standard of living."

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4 - Alfred R. Stern

"To you, of course," he told his advertising audience,
"raising the standard of living in any country means a fresh
opportunity for all international advertisers with goods and
services to sell."

He reported that NBC International had been looking into several foreign broadcasting properties. "What we have to invest," he said, "is not only capital. Part of this investment is our management skill -- the experience we can bring to bear on a new operation in which we own a part."

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NBC-New York, 5/15/58

SWIFT WORK BY MOSCOW CORRESPONDENT IRVING R. LEVINE GAVE NBC NEWS IMMEDIATE DETAILS ON SPUTNIK III

NBC News today broadcast immediate and complete details of the Sputnik III launching today (May 15) -- thanks to quick work by Moscow correspondent Irving R. Levine.

Levine was on the shortwave circuit talking to writer Bill Fitzgerald in NBC News, New York, when the bulletin broke on the wires. This was about 6:20 a.m., EDT.

Fitzgerald read the bulletin to Levine, who then stepped across the corridor at the Central Telegraph Office to the Soviet Tass Agency, which was still giving out details.

He rushed back in two minutes with the weight, size, orbit and other data on the satellite. Levine's report was broadcast on the 6:30 a.m., EDT., "Today's World" news program and repeated at 7 a.m., EDT, on "News on the Hour."

NEW SPUTNIK'S SOUND FIRST HEARD BY NATION VIA NBC RADIO

RCA Communications at Riverhead, Long Island, N.Y., picked up the first sound of Sputnik III in this country at 10:05 a.m., EDT. The sound was heard by the nation first on NBC Radio during the 11 a.m., EDT, "News on the Hour."

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May 15, 1958

CAST AND CREDITS FOR COLORCASTS OF 'MUCH ADO ABOUT NOTHING'

Following are cast and credits for the colorcasts of Shakespeare's comedy, "Much Ado About Nothing," given in two parts on NBC MATINEE THEATER Tuesday and Wednesday, May 20 and 21 (NBC-TV Network, 3 to 4 p.m., EDT):

CAST

Beatrice	Nina Foch	
Benedict	Robert Horton	
Claudio	Stephen Joyce	
Hero	Norma Moore	
Don Pedro	Patrick McNee	
Leonato	Philip Bourneuf	
Don John	Pernell Roberts	
Borachio		
Conrade	Tony Russo	
Margaret	Jan Farrand	
Balthazar		
Messenger	Brian Roper	
Dogberry	Jack Albertson	
(more)		

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

LAMBER

2 - 'Much Ado About Nothing'

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FriarI	Lumsden	Hare
First WatchmanR	Robert	Carricart
SextonF	erris	Taylor

CREDITS

Executive ProducerAlbert McCleery
DirectorAlan Cooke
Television adaptation byAlan Cooke
Art DirectorRobert Corrigan
WardrobeJack Bear
LightingLon Stucky
CastingRobert North
HostJohn Conte

NBC-New York, 5/15/58

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May 19, 1958

NBC-TV AND RADIO TO CARRY VICE PRESIDENT NIXON'S TALK ON HIS SOUTH AMERICAN TOUR

Vice President Richard M. Nixon will speak about his recently completed South American tour in a program to be telecast live by the NBC-TV Network (including WRCA-TV) Wednesday, May 21 (1-2 p.m., EDT), from the National Press Club in Washington, D.C. The NBC Radio Network (including WRCA) will carry the program live from 1:05 to 2 p.m., EDT.

Mr. Nixon will speak for about 15 minutes and then answer questions from newsmen during the rest of the program. John Horner, president of the National Press Club, will introduce him.

NBC TO TELECAST PRIME MINISTER MacMILLAN'S ADDRESS AT DePAUW UNIVERSITY

British Prime Minister Harold MacMillan's first major address following his arrival in this country for an official visit will be telecast live by NBC <u>Sunday</u>, <u>June 8</u> from 6:30 to 7 p.m., EDT.

The telecast will originate in the Stadium of DePauw University at Greencastle, Ind., where MacMillan will receive an honorary degree. Dr. Russell J. Humbert, president of the university, will introduce him. Subject of the address will be announced later.

DR. SANTAELLA, VENEZUELAN AMBASSADOR WHO WAS WITH NIXON IN CARACAS, WILL 'MEET THE PRESS' ON NBC-TV AND RADIO

Dr. Hector Santaella, Venezuelan Ambassador to the U.S. -- who was with Vice President Nixon during recent disturbances in Caracas, Venezuela -- will be the guest on MEET THE PRESS <u>Sunday</u>, <u>May 25</u> (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

Dr. Santaella is also an executive director of the International Monetary Fund.

Three members of the panel who will interview him are Herb Kaplow (NBC News correspondent who accompanied Nixon on the South American tour), William Hines (of the Washington Star) and Ernest K. Lindley (of Newsweek). One more panelist will be announced.

Ned Brooks will moderate the program which will originate from Washington. "Meet the Press" is a Public Affairs presentation of NBC News.

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NBC-TV AND RADIO NETWORK PROGRAM

SWIFT HANDLING OF BULLETINS MARKED NBC NEWS' COVERAGE OF FAST-MOVING FRENCH CRISIS

Six bulletins on General de Gaulle's historic news conference -- three radio and three TV -- kept NBC audiences apprised today of developments in the fast-moving French Crisis.

NBC Radio's first bulletin was at 10:12:30 a.m., EDT, a report from Edwin Newman in Paris. Newman was one of three NBC News correspondents handling the story from Paris.

The first NBC-TV Network bulletin was at 10:14:20 a.m., EDT.

In addition to the six network breakins, NBC Radio broadcast a special wrap-up of the story -- featuring Newman, Joseph C. Harsch and Leif Eid -- at 12:06 p.m., EDT.

Eid was stationed in the press conference room with General de Gaulle. Harsch and Newman were at the broadcasting studio with an open circuit to NBC New York. They were connected by a direct line.

NBC's Paul Archinard acted as interpreter for Harsch and Newman.

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TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
May 25 - 31 (All Times EDT)

Sunday, May 25

- 8-9 p.m. -- THE STEVE ALLEN SHOW -- With concert pianist Van Cliburn, Peter Ustinov, Barbara McNair and Louis Armstrong.
- 9-10 p.m. -- THE CHEVY SHOW -- With Walter Pidgeon, Shirley MacLaine, Gogi Grant, Andy Williams and Mickey Shaughnessy.

Monday, May 26

- 3-4 p.m. -- NBC MATINEE THEATER -- "The Broom and the Groom."
- 7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen as emcee.

Tuesday, May 27

- 3-4 p.m. -- NBC MATINEE THEATER -- "The Riddle of Mary Murray."
- 8-9 p.m. -- THE FISHER-GOBEL SHOW -- With Eddie Cantor, Debbie Reynolds and Dick Shawn.

Wednesday, May 28

- 3-4 p.m. -- NBC MATINEE THEATER -- "The Gardenia Bush," starring Martha Scott, Dick Foran, Ave McVeagh and Clark Gordon.
- 9-10 p.m. -- KRAFT TELEVISION THEATRE -- "A Boy Called Ciske," by Piet Bakker.

Thursday, May 29

- 3-4 p.m. -- NBC MATINEE THEATER -- "Button, Button."
- 7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson as emcee.
- 10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- With Lou Costello and Bobby Troup.

(more)



Friday, May 30

3-4 p.m. -- NBC MATINEE THEATER -- "Hands."

Saturday, May 31

- 8-9 p.m: -- PERRY COMO SHOW -- With Patti Page, Eddie Hodges, comedian Dave Barry and "The Poodle Symphony."
- 10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

PLEASE ADD TO MAY COLOR SCHEDULE:

May 22 -- 2:30-3 p.m. -- "Dedication Day -- WRC-TV, Washington, D.C." -- The portion of this program during which President Eisenhower will speak will be telecast in color and black and white. The remainder of the program will be telecast in black and white only.

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NBC-New York, 5/19/58

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CAST AND CREDITS FOR "THE SLEEPING BEAUTY," SUNDAY, JUNE 8 (NBC-TV, 8-9 p.m., EDT) ON "SHIRLEY TEMPLE'S STORYBOOK"

STORYTELLER:

Shirley Temple

STARS:

Judith Evelyn, Alexander Scourby,

Nancy Marchand, Olive Deering,

and introducting Anne Helm

and Vernon Gray

PRODUCTION BY:

Henry Jaffe Enterprises, Inc., in association with Screen

Gems, Inc.

PRODUCER:

Alvin Cooperman

DIRECTOR:

Mitchell Leisen

TELEPLAY BY:

Margaret Fitts

ASSOCIATE PRODUCERS:

Norman Lessing and Shelley Hull Mack David and Jerry Livingston

THEME SONG BY:

Morris Stoloff

BACKGROUND SCORING BY:

MUSIC SUPERVISED AND CONDUCTED BY:

Leigh Harline

PHOTOGRAPHY:

Gert Andersen, A. S. C.

ART DIRECTOR:

William Flannery

SUPERVISING EDITOR:

Richard Fantl

FILM EDITOR:

Henry Batista

COSTUME DESIGNER:

Gwen Wakeling

SET DECORATOR:

James M. Crowe

(more)

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SPONSORS:

John H. Breck Co., Inc.; Hills
Bros. Coffee, Inc.; and the
Sealtest Division of National
Dairy Products Corp.

AGENCY:

N.W. Ayer and Son, Inc.

PROGRAM PREEMPTS (THIS DATE ONLY):

"The Steve Allen Show"

NBC PRESS REPRESENTATIVES:

Norm Frisch (Hollywood), Betty
Lanigan (New York)

* * *

CAST LIST

Storyteller.....Shirley Temple The Black Fairy.....Judith Evelyn The King..... Alexander Scourby The Queen Nancy Marchand Grimgerda.....Olive Deering Sleeping Beauty....Anne Helm Aidan.....Vernon Gray King Thorobore I.... Pernell Roberts King Gall I......Phillip Pine King Perriscale I...Robert Quarry (Miss Evelyn plays a Spinning Woman, in addition to the role of the Black Fairy. Gray plays not only Aidan, but Aidan's father and Aidan's greatgreat-great grandson. The performers portraying the three kings, named

* * *

their sons and their great-great-great

last in the cast list, also play

grandsons).

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THE RESIDENCE OF SHARP PRINTED PARTY.

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STORYLINE

Insulted at not having been invited to the christening of a tiny princess, the Black Fairy (Judith Evelyn) appears at the festivities uninvited and bestows, as her "gift" to the child, an evil curse. The Fairy decrees that before the girl reaches womanhood she will pierce her hand on a spindle and fall into a deep sleep, from which only a true prince can wake her. Although the King (Alexander Scourby) orders all spinning wheels in the kingdom burned, and the Queen (Nancy Marchand) tries to protect the princess, the day comes when the spell takes effect. Before falling into the sleep, the Princess (Anne Helm) has refused to elope with her true love, Aidan, the gardener's son (Vernon Gray), because of his lowly station. She is heartbroken at having to choose a husband from among the three princes provided for her by the Duchess Grimgerda (Olive Deering) -- the vain Prince Perriscale (Robert Quarry), the stupid, insensitive Prince Thorabore (Pernell Roberts) or the greedy, grasping, Prince Gall (Phillip Pine). Lured to the tower by the Spinning Woman (the Black Fairy in disguise), the Princess -- and the rest of the Court -- fulfills the prophecy of a 100-year sleep. Though many princes try to pierce the thorn forest which surrounds the palace, none succeeds until a descendant of Aidan arrives. Because he has the true heart of a prince, he is given the power to surmount all barriers and to claim his true love. The unhappy dreams which the King, Queen and Princess have had during their long sleep convince them that this love-match is the only proper one.

> ----O----NBC-New York, 5/19/53

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TELEVISION NEWS

May 20, 1958

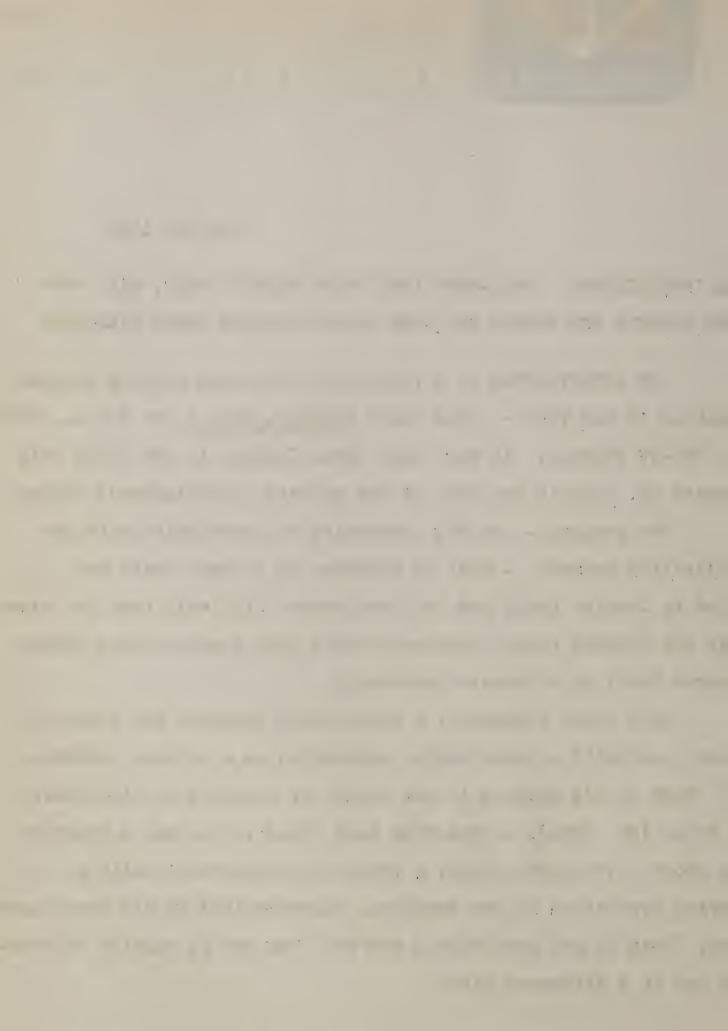
'THE INVESTIGATOR,' FULL-HOUR LIVE COLOR MYSTERY SHOW, WILL STAR LONNY CHAPMAN AND HOWARD ST. JOHN IN NBC TUESDAY NIGHT TIME-SPOT

THE INVESTIGATOR -- a full-hour live color mystery program originating in New York -- will start <u>Tuesday</u>, <u>June 3</u>, at 8 p.m., EDT, on the NBC-TV Network. It will star Lonny Chapman in the title role and Howard St. John in the part of the private investigator's father.

The program -- an MCA production in association with the NBC Television Network -- will be produced by S. Mark Smith and directed by Charles Dubin and William Graham. (It will take the time-spot of the Tuesday night colorcasts which have starred Eddie Fisher and George Gobel on alternate Tuesdays.)

Earl Prior (Chapman), a 30-year-old bachelor who lives in New York, has built a considerable reputation as a private investigator. Much of his success is the result of training by his father, Floyd Prior (St. John), in tracking down clues in the way a reporter gets a story. The elder Prior, a retired newspaperman, built a flamboyant reputation in the Twenties, characterized by his trade-mark opening, "What do you know that I don't?" The son is equally successful -- but in a different field.

(more)



Lonny Chapman has appeared on Broadway in "Traveling Lady,"
"Ladies of the Corridor," "Come Back, Little Sheba," and "The Chase."
In motion pictures he has played roles in "Baby Doll," "Young at
Heart" and "East of Eden." His television credits include most major
dramatic shows on all networks.

Howard St. John, currently appearing in the Broadway musical, "Li'l Abner," is a familiar figure on stage, screen and television. Since 1947 he has appeared in 25 films, including "Born Yesterday," "Teahouse of the August Moon," and "The Tender Trap." Some of his Broadway appearances included "The Late George Apley," "His and Hers," and "A Month in the Country." He has appeared on many TV dramatic programs.

"The Investigator" will be sponsored by the Radio Corporation of America, the Whirlpool Corporation, and the Liggett and Myers Tobacco Company. Kenyon and Eckhardt, Inc., is the advertising agency for the Radio Corporation of America and the Whirlpool Corporation. McCann-Erickson, Inc. represents Liggett and Myers.

NBC-New York, 5/20/58

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May 20, 1958

'BUCKSKIN,' WESTERN SERIES STARRING TOMMY NOLAN, TO START THURSDAY, JULY 3, IN SUMMER TIME-SPOT OF 'THE FORD SHOW'

A new Western filmed series titled BUCKSKIN will be presented for the Summer season starting Thursday, July 3 (NBC-TV Network, 9:30 p.m., EDT). The program will occupy the time-spot of "The Ford Show," which will return to the air, again starring Tennessee Ernie Ford, on Oct. 2.

"Buckskin" -- a Betford Production -- will star Tommy Nolan as a young boy whose mother runs a small hotel on the Montana frontier in 1880. Sallie Brophy will play the role of the mother. Young Nolan plays Jody, around whom all the episodes will revolve and who will narrate each story. Nolan was seen in such films as "A Star Is Born," "Desire Under the Elms" and "An Affair to Remember." Miss Brophy, who plays Mrs. O'Connell, has performed in TV on both coasts and has also been seen in motion pictures.

In the new series, the hotel called the O'Connell House, run by the widowed mother of Jody, is the focal point of the social and business life of the Montana valley. To this house come many strangers, some just passing through, others who plan to settle in the area.

The program will be sponsored by the Ford Division of the Ford Motor Company and the Ford Dealers of America through the J. Walter Thompson agency.

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May 20, 1958

'WHEATIES SPORTS PAGE,' NEW SERIES, WILL PRECEDE MAJOR SPORTS
EVENTS ON NBC TELEVISION NETWORK IN 1958 AND 1959

A new quarter-hour program, THE WHEATIES SPORTS PAGE, will precede major sports events presented on the NBC Television Network during 1958 and 1959.

The new program will be sponsored by General Mills, Inc.

Each show will tell the story of a famous player, game or team through

film clips and interviews with sports personalities. The theme for

each program will come from the event the program precedes.

"The Wheaties Sports Page" will start June 14 and will precede the Saturday afternoon "Major League Baseball" telecasts for seven alternate weeks on stations carrying the games. The program also will be scheduled before the telecasts of the All-Star Easeball Game on Tuesday, July 8, and before all the World Series games starting Oct. 1.

During the football season the show will precede the national collegiate football "Game of the Week" telecasts on five Saturday afternoons and Thanksgiving Day and also various post-season football games. During the basketball season the program will precede seven professional basketball telecasts on alternate Sundays. Pregame programs before the 1959 "Major League Baseball" telecasts will conclude the schedule.

"The Wheaties Sports Page" will be packaged by Edgar J.
Scherick of Sports Programs Productions, Inc. Knox Reeves Advertising
Inc. is the agency for General Mills.

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CONTINENTAL BAKING CO. RENEWS ITS HALF-SPONSORSHIP OF 'HOWDY DOODY SHOW' FOR ANOTHER YEAR

The Continental Baking Company has renewed for another year its half-sponsorship of THE HOWDY DOODY SHOW, the oldest continuous network children's TV program, on the NBC-TV Network Saturday mornings (10-10:30 a.m., EDT).

The 52-week order is effective June 14 and was placed through Ted Bates and Company, Inc. It calls for the sponsorship of a weekly quarter-hour of the program and marks the seventh year that Continental Baking will be a sponsor of the series.

"The Howdy Doody Show," which stars Bob Smith, celebrated its 10th anniversary last Dec. 28. Since its debut the program has registered an impressive record of more than 2,000 continuous performances.

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"THE PEOPLE'S CHOICE" TO START REPEAT SERIES OF TELECASTS

Sock and Mandy (Jackie Cooper and Patricia Breslin) reveal that they have been secretly wed for almost a year <a href="https://doi.org/10.1001/jhap.1001/jhap.1001/jh

Once Sock has passed his bar examination, the couple intend to announce their secret marriage, although they realize the mayor, Mandy's father (Paul Maxey) will be furious. When the mayor begins to plan for a big wedding, the couple must determine how to appease him without having to go through a second ceremony.

Margaret Irving is featured as Aunt Gus, Dick Wesson as Rollo, George Chandler as Clay Hunnicut, and Cleo as herself.

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NBC-New York, 5/20/58

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CREDITS FOR 'THE SOUND OF LAUGHTER' ON 'WIDE WIDE WORLD'

TIME:

NBC-TV Network, Sunday, May 25 (4-5:30 p.m.,

EDT).

FORMAT:

The story of American humor, from tent show

to television, with Bob Hope, Steve Allen,

Mort Sahl, Al Capp, Smith and Dale, Neil

Schaffner, Hal Holbrook and Harry

Hershfield.

SPONSOR:

(For entire Series)

General Motors

AGENCY:

MacManus, John & Adams, Inc.

EXECUTIVE PRODUCER:

Barry Wood

PRODUCER:

John Goetz

HOST:

Dave Garroway

DIRECTOR:

Van Fox

ASSOCIATE PRODUCER:

Robert Carlisle

WRITER:

Joseph Liss

MUSIC CONDUCTED BY:

James Fagas

EXECUTIVE STAFF:

Arch Robb and Ed Wilbur

TECHNICAL SUPERVISOR:

Robert Smith

UNIT MANAGER:

Bill Dannhauser

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DR. SANTAELIA, NEWLY CHOSEN SECRETARY OF VENEZUELA'S RULING JUNTA, WILL "MEET THE PRESS"

Dr. Hector Santaella, Venezuelan ambassador to the U.S., who will be the guest on MEET THE PRESS <u>Sunday</u>, <u>May 25</u>, has just been named secretary to the junta which rules Venezuela.

Dr. Santaella replaces Dr. Edgar Sanabria, who became a member of the junta yesterday. It is expected a successor to Dr. Santaella as ambassador will be named later. Two civilian members of the ruling group resigned in protest because of "lack of unity and harmony," creating the openings for Dr. Sanabria and Dr. Arturo Sosa Jr. The junta has guided Venezuela since the overthrow of dictator Perez Jiminez in January.

"Meet the Press" is presented on the NBC-TV Network from 6-6:30 p.m., EDT, and on the NBC Radio Network as part of "Monitor" from 6:30-7 p.m., EDT.

TEENAGERS TO INTERVIEW SENATOR MORSE

Senator Wayne Morse (D.-Ore.), a member of the Senate Foreign Relations Committee, will be the guest on Theodore Granik's YOUTH WANTS TO KNOW Sunday, May 25 (NBC-TV Network, 3-3:30 p.m., EDT; NBC Radio as part of "Monitor," 10:30-11 p.m., EDT).

Steve McCormick will be moderator for the program, which will originate in Washington. Teenagers from that area will question Senator Morse.

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TV IS ONE OF THE MEANS THROUGH WHICH SOUTHERNER CAN BECOME PRESIDENT, FLORIDA'S GOV. COLLINS STATES ON 'TODAY'

MIAMI BEACH, FLA, May 20 -- Governor LeRoy Collins, Democrat of Florida, cited the television industry as being one of the means through which a Southerner could become President. His remarks were made in an interview with Dave Garroway on NBC-TV's "Today" show yesterday originating from the 50th annual Governors Conference in Miami Beach.

Governor Collins said: "I think this machine right here is the great geographical equalizer. I think the American people aren't basically concerned with where a man comes from Geographically. They are concerned with that man himself, what his character is and what his background is and whether or not he has basic competence and qualities of leadership. And through television and public communication generally -- through increased interest of the press -- I think that any man, from any spot in the United States, can have an opportunity to aspire to any public office."

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May 21, 1958

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'TODAY IS OURS,' DAYTIME SERIAL SET IN A SMALL AMERICAN TOWN,
TO STAR PAT BENOIT MONDAYS THROUGH FRIDAYS ON NBC-TV NETWORK

A new dramatic serial, TODAY IS OURS, will be presented on the NBC-TV Network Mondays through Fridays (3-3:30 p.m., EDT) starting Monday, June 30. The half-hour dramatic program will star Pat Benoit -- of "Mr. Peepers" fame -- as Laura Manning, an attractive mother of a young boy.

The program is being produced by Robert M. Rehbock, with Richard Dunn as executive producer. It will originate live from New York.

The drama, which is being written by Julian Funt, is set in the fictional town of Bolton in Connecticut, about 60 miles from New York City. Laura, a woman of good humor, divides her time between her home (where she is raising her 12-year-old son Nick) and her job. She has been newly appointed as assistant principal of the Central High School.

Laura, known as a good teacher, has proven that she can get along with children. Now in her new job she must also prove she can get along with adults. Other principal characters in this drama of an American small town will be Laura's former husband, Karl Manning; his (more)

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Turner, an architect working on a school building project; Adam Holt, the school principal, and Betty Winters and Ellen Wilson, teachers at the school. Casting for these and other roles will be announced soon. There will be about a dozen "regular" characters in the drama as well as many others who will come into the story from time to time.

The writer, Julian Funt, explains the title of the program "Today Is Ours" with the added words: "and we had better make the most of it. For it may never come our way again."

Funt was author of several of radio and television's most popular serial programs: "Joyce Jordan," "Young Doctor Malone," "Big Sister," "Nora Drake" and "City Hospital," among others.

The series will be directed by Walter Gorman, who is relinquishing his director's assignment on "Guiding Light" to assume this new position. He will be supervising director and will direct three episodes each week. A second director for the other two episodes each week will be named soon.

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NBC-New York, 5/21/58

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COLOR TELEVISION NEWS

MILTON BERLE SIGNS LOUIS PRIMA, KEELY SMITH AND
THE WITNESSES FOR HIS NBC COLORCAST SERIES

Milton Berle has signed Louis Prima and Keely Smith and their own musical group, The Witnesses, to appear regularly with him when he returns to the NBC-TV Network next Fall on THE MILTON BERLE SHOW colorcasts.

Prima and Miss Smith, regarded as two of the most popular stars in showbusiness today, enjoyed a meteoric rise to popularity through their recent personal appearances and Capitol record albums. The couple's latest performances have been at Las Vegas clubs and on the NBC-TV Network "Chevy Show" starring Betty Hutton April 27. Miss Smith's newest recording, "I Wish You Love," is rapidly climbing to the hit listings.

"The Milton Berle Show" will be colorcast each Wednesday (9-9:30 p.m., NYT) under sponsorship of the Kraft Foods Division of the National Dairy Products Corporation. Starting date for the series will be announced.

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Attention, Sports Editors

"LEO DUROCHER'S WARMUP" TO START JUNE 7

Leo Durocher, one of the sportscasters for the NBC-TV Network's MAJOR LEAGUE BASEBALL series on Saturday afternoons, also will be featured in a 15-minute pre-game show, LEO DUROCHER'S WARMUP, on alternate weeks starting Saturday, June 7.

The program will alternate with "The Wheaties Sports Page," already announced as starting June 14, in the 15-minute period preceding the "Major League Baseball" telecasts.

(Neither the baseball nor the pre-game telecasts are carried by stations within 50 miles of a major league park.)

"Leo Durocher's Warmup" will present the former New York Giants' pilot on the field, talking baseball and interviewing players, managers, coaches and umpires.

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 NBC NEWS CORRESPONDENTS ABROAD WILL COME HOME IN OCTOBER FOR PRE-ELECTION TV REVIEW OF U.S. FOREIGN RELATIONS

Members of NBC News' foreign staff will come home for a pre-election review of American foreign relations, to be presented on the NBC-TV Network sometime in October, William R. McAndrew, Vice President, News, announced today.

The program will be hour-long. It will probably be telecast about the time of the NBC-TV affiliate's meeting in New York, Oct. 23-24, which the correspondents also will address.

The October review will not cancel NBC News' yearend roundup in December, Mr. McAndrew said, adding, "This will
be something extra, especially related to the Congressional
elections in November." Several NBC News domestic correspondents also will participate in the program.

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AMERICAN CANCER SOCIETY HONORS 'LIFE AND THE WORLD'

The NBC Radio Network's LIFE AND THE WORLD has been awarded a special citation by the American Cancer Society for its work in informing the public about cancer.

The award was made for a special program, broadcast March 21, which was devoted to reports by several authorities on the latest developments in the field of cancer research.

The citation stated that "Life and the World" has "clearly and authoritatively informed the public on where we stand in cancer research."

("Life and the World" is broadcast Mondays through Fridays, 7:45-8 p.m., EDT).

NBC-New York, 5/21/58

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DLOR TELEVISION NEWS

CREDITS FOR "NOAH'S ARK" ON NBC-TV NETWORK

TIME:

NBC-TV Network colorcast, Sundays,

7-7:30 p.m., EDT.

STARTING DATE OF REPEAT SERIES:

Sunday, June 1, 1958

ORIGINAL STARTING DATE:

Sept. 18, 1956.

FORMAT:

Dramatic color film series based on the experiences of two veterina-rians and their pretty reception-ist, and the animals they treat.

(A repeat series).

STARS:

Paul Burke as Dr. Noah McCann, May

Wynn as Liz Clark and Vic Rodman

as Dr. Sam Rinehart.

PRODUCER-DIRECTOR:

Jack Webb.

WRITERS:

Jack Webb and Frank Burt.

ASSOCIATE PRODUCER:

Olan Soule.

DIRECTOR OF PHOTOGRAPHY:

Edward Coleman.

MUSIC DIRECTOR:

Dave Buttolph

ORIGINAL SCORE:

Theme song, "Noah," sung by the
Hi-Lo's. Music by Gene Puerling

and lyrics by Bob Morse.

FILMED AT:

Mark VII, Ltd., studios.

NBC PRESS REPRESENTATIVES:

Al Cammann (New York); Jack Behr

(Hollywood)

NBC-New York, 5/21/58

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NBG RADIO NEIWORK NEWS

May 21, 1958

'NIGHTLINE' TO BE PRESENTED FROM BRUSSELS AND PARIS IN JULY

NBC Radio Network's NIGHTLINE will go overseas for two weeks this summer, with broadcasts originating from the Brussels World's Fair July 7-11 and from Paris July 21-25.

Facilities for the broadcasts will be set up by Al Capstaff, executive producer of "Monitor" and "Nightline," who leaves Friday (May 23) for a three-week stay in Europe. "Nightline" personnel who will make the trip abroad in July include Walter O'Keefe, program host; Peter Lassally, producer; Alice Wallace, writer, and Doreen Chu, production assistant.

During his European trip Capstaff will also produce a series of special segments for "Monitor," including program features from Elba.

He plans to return to the United States on the maiden voyage of the S.S. Atlantic of the American Banner Lines.

("Nightline" is broadcast by the NBC Radio Network Mondays and Wednesdays, 8:30-10 p.m. and Tuesdays and Thursdays, 8-10 p.m., EDT. "Monitor" is broadcast Fridays, 8-10 p.m.; Saturdays, 8 a.m.-12 midnight; and Sundays, 10:30 a.m.-12 midnight, EDT.)

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AIR FORCE PERSONNEL IN CAST OF BASED-ON-FACT 'NO WARNING!' DRAMA ABOUT PARATROOPER DANGLING HELPLESSLY IN THE AIR

An American paratrooper dangles helplessly from an Air Force C-124 Globemaster thousands of feet in the air when his jump strap entangles him in the based-on-fact drama, "Flight," on NO WARNING! Sunday, June 8 (NBC-TV Network, 7:30 p.m., EDT). Lieut. Wilson (played by Richard Jaeckel) and Sgt. Galento, (Alan Dexter) strive frantically to pull the terrified paratrooper (Richard Dial) back aboard the aircraft as he swings precariously in the ship's slipstream, fighting suffocation.

All rescue attempts fail, and when the pilot, Maj. Richard Saxe (playing himself), advises his home base that he has lost one of the craft's four engines, he is ordered to cut the paratrooper's strap and land. Some fast thinking on the part of Lieut. Wilson brings an action finish with a surprise twist.

The drama -- filmed with the cooperation of the Air Material Command, U.S. Air Force, and the approval of Maj. General E. W. Anderson, commanding general, and his deputy, Brig. General J. L. Jackson -- utilizes Norton Air Force Base and its personnel.

Others in the cast are Bruce Underhill as the first non-com, Dick Elmore as the second non-com, Guy Way as the major, and -- among the Air Force personnel playing themselves -- Capt. Carl Sidders as the co-pilot and T/Sgt. Carl Brian as the loadmaster.

"Flight" was written by Douglas Morrow and directed by Maury Geraghty.

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"TODAY" PROGRAM ON VIDEO TAPE A BIG HIT AT GOVERNORS CONFERENCE

MIAMI BEACH, May 21 -- The magic of tape -- video tape -- came to the Governors Conference and seemed an immediate hit with state chief executives who were guests on the NBC TODAY show originating from the Americana Hotel in Miami Beach.

Their impressions of the new tape medium (being used to solve problems caused by time differences across the country) came about this way:

Miami like all of Southern Florida is on Standard Time.

This meant that Dave Garroway's "Today" show would be telecast locally an hour after its origin. It also meant that when the Governors and their wives finished their interviews and panels on the show, they could go upstairs to the press room of the Americana, or to their rooms, and see themselves.

A few of the expressions on faces of governors were noted. New Jersey's Gov. Meyner appeared fascinated ashe watched himself being interviewed by two University of Miami students. Michigan's Gov. Williams seemed visibly astonished at seeing himself as he walked into the press room.

"Today" concluded a two-day origination here yesterday and returned to New York this morning (Wednesday, May 21).

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TELEVISION NEWS

PRESIDENT EISENHOWER DEDICATES \$4,000,000 STRUCTURE HOUSING
NEC'S RADIO AND TELEVISION FACILITIES IN WASHINGTON

WASHINGTON, D. C., May 22 -- President Dwight D. Eisenhower today formally dedicated the \$4,000,000 structure housing the National Broadcasting Company's radio and television broadcasting facilities here. The ceremony was carried coast-to-coast over the NBC Television Network and the NBC Radio Network, with the President being presented on live color television from the nation's capital for the first time.

Robert W. Sarnoff, President of NBC, introduced President Eisenhower to the nationwide audience. During his introductory remarks, Mr. Sarnoff gave the signal converting the telecast from black and white to color.

President Eisenhower spoke from the main studio of WRC-TV before more than 400 guests representing all branches of the Federal Government, the communications industry and the civic and business life of the Washington area.

On the speakers' platform, with the President and Mr.

Sarnoff, were Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America; John L. Burns, President of RCA; Carleton D. Smith, NBC Vice President and General Manager of WRC and WRC-TV, the Washington stations owned and operated by the National Broadcasting Company, and leaders of the Federal Government.

(more)



"Through your presence here today you are contributing to another broadcasting milestone," Mr. Sarnoff told President

Eisenhower. "The cameras you see before you are color cameras. They are now transmitting a black and white picture. But by pressing this button -- which I do now -- the cameras will begin to transmit a live color picture. When you step before them, you will be making your first appearance on color television from Washington."

Mr. Sarnoff said the entire program was being recorded on electronic tape in NBC's studios 3,000 miles away in Burbank, California.

"The picture, the color, the sound are being captured for posterity through this recording system which NBC began using on a full-scale regular basis only last month at the change to Daylight Time," he said. "It will permit us, Sir, to retelecast this program to many sections of the United States several hours later today, and with such true picture fidelity that millions of Americans will see this ceremony as though it were being enacted at that time."

Tape copies of the program, Mr. Sarnoff said, would be sent to the White House for President Eisenhower's personal retention and to the Library of Congress for its permanent archives.

Referring to the many distinguished guests present, he said that "seldom have we been able, with a single sweep of the (NBC camera) lens, to show America so many of the faces of the men who govern it."

The nation's Chief Executive arrived at the entrance to the imposing new building and the scene was picked up by television

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3 - DEDICATION OF NBC WASHINGTON STRUCTURE

cameras perched on adjacent buildings. The President was greeted by Mr. Sarnoff and Mr. Smith as he alighted from his limousine.

Preceding the dedication ceremony, President Eisenhower toured the ultra-modern building at 4001 Nebraska Avenue, N.W., the nation's first installation designed and built from the ground up for color television broadcasting. The points of interest included the Technical Center which embodies the latest developments in electronic communications control equipment.

After the ceremony, the President was escorted by Mr. Sarnoff to the lobby of the building, where he was shown a bronze plaque with his portrait in bas relief commemorating the dedication.

Six television cameras were used to bring the historic occasion to viewers across the country. The ceremony was described for the TV audience by David Brinkley, whose early evening program with Chet Huntley on the NBC Television Network is one of America's favorite newscasts. He was assisted by Ray Scherer, NBC's White House correspondent, and announcer Stuart Finley.

Describing the event for the radio listeners were Frank McGee (NBC newsman who recently won the National Headliner Award), Peter Hackes and Bryson Rash. More than a half-dozen microphones, placed in strategic positions, were used. The time of the tele-vision and radio broadcasts was 2:30 to 3 P.M. (EDT).

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4 - DEDICATION OF NBC WASHINGTON STRUCTURE

WRC-TV, originally called WNBW when it began operation in 1947, was the second television station to be owned and operated by the National Broadcasting Company. The many TV "firsts" to its credit include the first pickup of the opening of Congress, President Truman delivering his annual message, and a relay from the White House.

Vice President Richard M. Nixon installed the cornerstone for the new structure a year ago. That ceremony was carried on Dave Garroway's TODAY show.

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DEDICATION OF NBC WASHINGTON FACILITIES OPENS NEW CHAPTER IN STORY OF COLOR TELEVISION

WASHINGTON, D. C., May 22 -- President Eisenhower's dedication of the National Broadcasting Company's new Washington facilities today opened a new chapter in the story of color television.

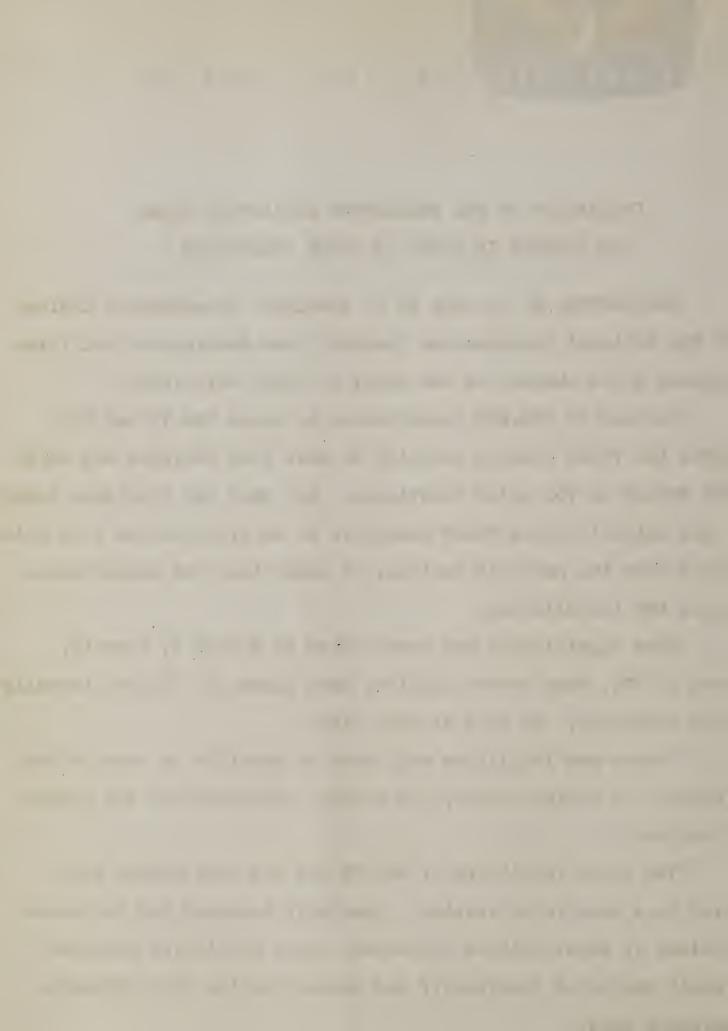
The new \$4,000,000 installation to house WRC-TV and WRC represents the first station facility to have been designed and built from the ground up for color television. And when the President today became the nation's first Chief Executive to be presented on live color television from the nation's capital, it underlined the significance of the new NBC installation.

That significance had been stated by Robert W. Sarnoff,

President of NBC, many months earlier, when plans for the new installation were announced. He said at that time:

"These new facilities will make it possible to show to the whole nation, in living colors, the events, personalities and scenes of our capital."

The color facilities of WRC-TV are the most modern ever installed in a television station. Specially designed for the needs and problems of local-station operation, these facilities represent the highest degree of flexibility and simplification ever attained, NBC engineers said.



2 - WASHINGTON COLOR FACILITIES

The engineers drew on experience gained in the designing and installation of color facilities at NBC owned stations in Chicago and Buffalo. The objective was to provide maximum utility and ease of operation, in keeping with the limited space and personnel at the local-station level.

WRC-TV's main color studio is 100 feet by 60 feet.

Adjoining it is a small commercial studio. Color cameras can move directly from one studio to the other, facilitating smooth transitions in the programming.

A feature of the studios is a unique lighting arrangement. Lighting changes during a show are handled from the control booth, under the supervision of the director, after the changes have been pre-set for the entire program.

The color installation, using RCA equipment, is expected to become a model for other stations planning to convert to color.

Historically, the start of color operations in the new building has special meaning. It was in the old studios of WRC-TV, in the Sheraton-Park Hotel, that compatible color television, pioneered and developed by RCA, was first demonstrated to Washington officials. For a period of many months, beginning in 1949, compatible color broadcasts on an experimental basis, were on the air in Washington. On Dec. 17, 1953, compatible color standards based on the RCA system were approved by the Federal Communications Commission.

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DLOR TELEVISION NEWS

NEW \$4,000,000 HOME OF WRC AND WRC-TV, WASHINGTON, EMBODIES
LATEST DEVELOPMENTS IN ELECTRONIC COMMUNICATIONS

WASHINGTON, D.C., May 22 -- The new \$4,000,000 home of WRC and WRC-TV, the NBC owned stations in the nation's capital, is an ultra-modern building embodying the latest developments in electronic communications equipment.

The facilities at 4001 Nebraska Avenue, N.W., were dedicated by President Dwight D. Eisenhower today in ceremonies carried over the NBC Television Network and the NBC Radio Network. Robert W. Sarnoff, President of the National Broadcasting Company, hailed the occasion -- the first appearance of a President of the United States on live color television from Washington -- as "another broadcasting milestone."

Situated on a seven-acre tract of land on one of the highest elevations in the District of Columbia, the rectangular two-story structure is contemporary in style, consisting of gray modular brick, limestone and colored porcelain enamel. Its triangular 80-ton tower with five-ton antenna reaches skyward 849 feet above sea level, making it the highest broadcasting antenna in the area. The land adjacent to the building affords off-street parking for more than 150 cars.

(more)



2 - NBC Washington Building

Due to the sloping topography, the basement level is above ground at the rear of the building, where landscaping provides areas for TV programs requiring an outdoor setting. Located on this lower level are three radio studios, rehearsal and recording rooms, announcers' offices, a small TV commercial studio, the Technical Center and the transmitter.

The marble and glass lobby has large window cases suitable for displaying the latest RCA color television and radio equipment.

Two elevator shafts with lobby entrances provide rapid service between the three floors.

Two television studios are on the first floor with entrances off the main corridor running the length of the building. Studio "A"

-- measuring 60 by 100 feet -- is unique in that it has a "floating"

floor. What is meant by this term is that the concrete floor slab is cushioned at all four sides and underneath with sound absorbing material. Thus no sound penetrates from the radio studios directly below.

Studio "B" on the same floor is 60 by 40 feet. Between these two studios are the control rooms where the directors select the camera shots to be shown on the air. A ramp at the rear of the building leads into both studios, with vaulted doors allowing ample clearance for large motor vehicles to be driven directly before the television cameras.

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3 - NBC Washington Building

First floor offices provide accommodations for news editors and commentators, producers and directors, and on-the-air personalities, as well as the traffic and program departments. Scenery and sets are constructed on this floor at the rear of the building, next to the staging area, so that they can be readily moved into the studios. Also on this floor is a cafeteria for employees and visitors, with provision for outdoor dining on a patio.

Executive and administrative offices are on the second floor, along with a community room available to civic and social organizations.

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TELEVISION NEWS

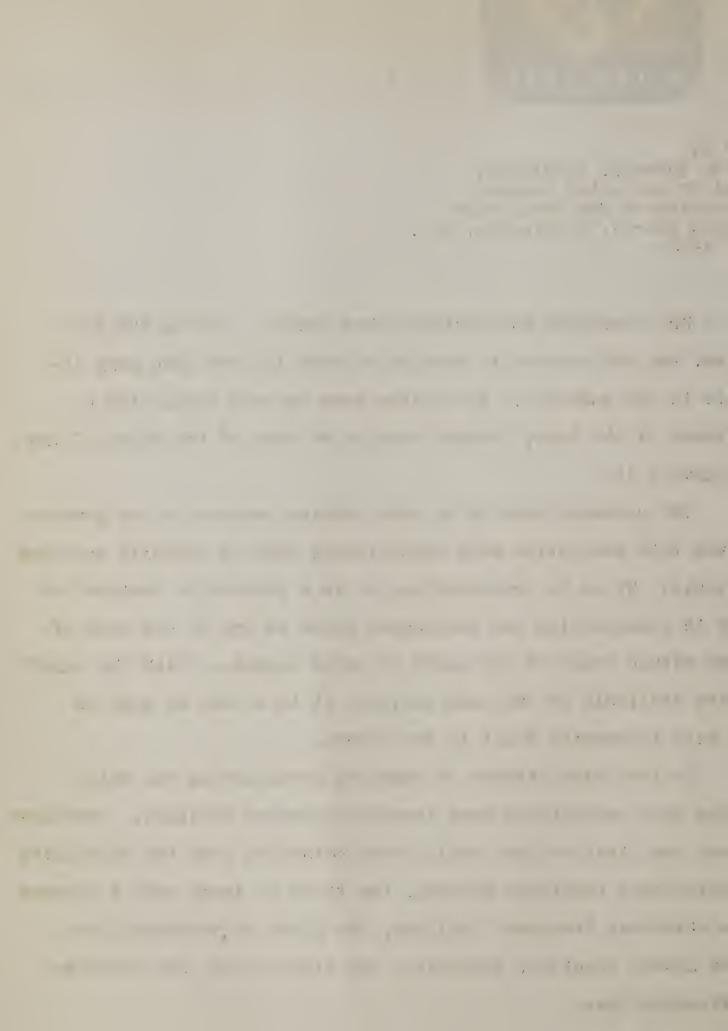
Remarks by
Robert W. Sarnoff, President,
National Broadcasting Company,
At Dedication of New Facilities
Of WRC and WRC-TV, Washington, D.C.,
May 22, 1958

Mr. President and distinguished guests. During the past ten years, the NBC cameras in Washington have focused upon many individuals in our audience. But seldom have we been able, with a single sweep of the lens, to show America so many of the faces of the men who govern it.

The presence here of so many ranking members of the government gives this dedication more significance than is normally accorded
such rituals. To us in broadcasting, it is a persuasive reminder of
our role in interpreting the Washington scene to the 97 per cent of
Americans within reach of our sight or sound signals. With the superb
facilities available in this new station, it is a role we hope to
fulfill with increasing skill in the future.

In the brief history of American broadcasting our Chief Executives have contributed many important chapter headings. President Wilson was the first to test radio, when returning from the Versailles Peace Conference; President Harding, the first to speak over a network of three stations; President Coolidge, the first to broadcast from the White House; President Roosevelt, the first to use the technique of the fireside chat.

(more)



And you, Mr. President, have added many significant "firsts" to our history. In opening up your news conferences to radio and television coverage, in permitting our cameras the freedom of the White House, you have enabled us to give the public an understanding of your high office and of its occupant that is unparalleled in American history.

Through your presence here today you are contributing to another broadcasting milestone. The cameras you see before you are color cameras. They are now transmitting a black and white picture. But by pressing this button -- which I do now -- the cameras will begin to transmit a live color picture. When you step before them, you will be making your first appearance on color television from Washington.

Three thousand miles away, in our studios in Burbank, California, this entire program is being recorded on electronic tape. The picture, the color, the sound are being captured for posterity through this recording system which NBC began using on a full-scale regular basis only last month at the change to Daylight Time. It will permit us, Sir, to retelecast this program to many sections of the United States several hours later today, and with such true picture fidelity that millions of Americans will see this ceremony as though it were being enacted at that time.

I have here a strip of this new tape. I have asked our engineers to make two tape copies of the program. One will be sent, Mr. President, to the White House, for your personal retention. The other will be presented to the Library of Congress so that its archives may permanently possess a visual record in color of this significant occasion.

(more)

3 - Remarks by Robert W. Sarnoff

We have created one further remembrance. At my left, you see a replica of a plaque which has been placed in the wall of the main lobby of this station. This plaque commemorates your participation in the dedication. It is intended as an enduring reminder to all who enter this building of the honor paid us on this day and, beyond that, of our obligation to continue strengthening the broadcasting bonds between Washington and the nation.

And now, ladies and gentlemen, the President of the United States.

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May 22, 1958

5 ADVERTISERS PLACE \$7,000,000 IN GROSS DAYTIME BUSINESS
WITH NBC-TV NETWORK DURING WEEK

Seven million dollars in gross daytime business has been placed with the NBC-TV Network by five advertisers during the past week, it was announced today by Walter D. Scott, Vice President, Television Network Sales, for the National Broadcasting Company.

The purchases, which include 52-week orders from four advertisers, call for advertising schedules in the network's four new afternoon programs in addition to many of the current shows.

The advertisers placing new orders and their schedules are:

The Alberto-Culver Company has ordered an alternate-Thursday

quarter-hour segment of THE PRICE IS RIGHT (telecast Monday through

Friday, 11-11:30 a.m., EDT), TIC TAC DOUGH (telecast Monday through

Friday, 12 noon-12:30 p.m., EDT), the new serial drama, TODAY IS OURS

(telecast Monday through Friday, 3-3:30 p.m., EDT) and QUEEN FOR A

DAY) telecast Monday through Friday, 4-4:45 p.m., EDT). The advertiser

has also ordered an alternate-Tuesday quarter-hour segment of TREASURE

HUNT (telecast Monday through Friday, 10:30-11 a.m., EDT), IT COULD

BE YOU (telecast Monday through Friday, 12:30-1 p.m., EDT), the new

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audience-participation program LUCKY PARTNERS! (colorcast Monday through Friday, 2-2:30 p.m., EDT) and the new serial drama, FROM THESE ROOTS (telecast Monday through Friday, 3:30-4 p.m., EDT). Both schedules will extend over a 52-week period.

Chesebrough-Pond's, Inc., has ordered an alternate-Monday quarter-hour segment of THE PRICE IS RIGHT, IT COULD BE YOU, the new audience-participation program HAGGIS BAGGIS (colorcast Monday through Friday, 2:30-3 p.m., EDT) and QUEEN FOR A DAY. The advertiser also has ordered an alternate-Friday quarter-hour segment in TREASURE HUNT, TRUTH OR CONSEQUENCES (telecast Monday through Friday, 11:30-12 noon, EDT), IT COULD BE YOU and LUCKY PARTNERS! Both schedules will extend over a 52-week period.

The Mentholatum Company has ordered an alternate-Monday quarter-hour segment of TREASURE HUNT, IT COULD BE YOU and HAGGIS BAGGIS and also an alternate-Thursday quarter-hour segment of DOUGH RE MI (telecast Monday through Friday, 10-10:30 a.m., EDT) and THE PRICE IS RIGHT. Both schedules will extend over a 26-week period.

Standard Brands, Inc., has ordered an alternate-Tuesday quarter-hour segment of THE PRICE IS RIGHT over a 52-week period starting June 24.

The renewal order was placed by Miles Laboratories, Inc., and calls for the advertiser to continue its sponsorship of an alternate-Thursday quarter-hour segment of THE PRICE IS RIGHT, IT COULD BE YOU and QUEEN FOR A DAY for another year effective Aug. 7.

Geoffrey Wade advertising is the agency for Alberto-Culver and Miles Laboratories. The J. Walter Thompson Company represents Chesebrough-Pond's and Mentholatum. Ted Bates and Company, Inc., is the agency for Standard Brands.

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'IT COULD BE YOU' REACHES SECOND BIRTHDAY
WITH TELECAST OF TUESDAY, JUNE 3

IT COULD BE YOU, NBC-TV Network program starring Bill Leyden, will celebrate its second anniversary <u>Tuesday</u>, <u>June 3</u>. (The series is presented Mondays through Fridays, 12:30 p.m., EDT).

Emcee Leyden, and his announcer and sidekick Wendell Niles, have been entertaining, a daily viewing audience of over 5,500,000 people with their half-hour show.

During the past two years Leyden has played host to 5,200 contestants and 520 guest stars who have participated in the show's surprise acts. "It Could Be You" has been responsible for 672 reunions, some of them with participants' friends or relatives from overseas. The show has also hired, borrowed and found 208 animals (including lions, goats and elephants) to add novelty touches to the show.

"It Could Be You" is a Ralph Edwards production, produced by Steve Hatos and directed by Stuart Phelps.

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DEBBIE REYNOLDS, OSCAR LEVANT, DICK SHAWN ON 'EDDIE FISHER SHOW';

EDDIE CANTOR TO NAME FISHER 'MUSIC FATHER OF THE YEAR'

Debbie Reynolds, Oscar Levant, and Dick Shawn will share the guest spotlight on the final colorcast of the season of the EDDIE FISHER SHOW STARRING EDDIE FISHER WITH GEORGE GOBEL Tuesday, May 27 (NBC-TV Network, 8-9 p.m., EDT).

Eddie Cantor will appear on the program to present an award to Fisher, but will not perform because of ill health.

Debbie Reynolds -- Mrs. Eddie Fisher in private life -- was a special guest on the opening show of the series. Levant and Shawn, both recent visitors to the Fisher colorcasts, are returning by popular request.

Cantor will present the official plaque naming Fisher "Music Father of the Year," an award from the National Father's Day Committee.

NBC-New York, 5/22/58





May 22, 1958

'WIDE WIDE WORLD' AND 'YOUTH WANTS TO KNOW' TO BE FEATURED IN MOVIE,
'MISS CASEY JONES,' STARRING DORIS DAY, JACK LEMMON, ERNIE KOVACS

Two of the NEC-TV Network's most popular weekend programs will be featured in the Columbia Pictures' production of "Miss Casey Jones," starring Doris Day, Jack Lemmon and Ernie Kovacs.

Miss Day, who portrays a young widow doing battle with a giant railroad, will be seen with Dave Garroway in a simulated version of WIDE WORLD, and will make an appearance in the picture on YOUTH WANTS TO KNOW show moderated by Steve McCormick.

The regular "revolving globe" set used each week as a background for Garroway will be utilized for the film, while the production staff is building a special set to duplicate the "Youth Wants to Know" background.

Twenty-four young people who have been seen on "Youth Wants to Know" telecasts are being auditioned for parts in the film.

("Youth Wants to Know" is also a broadcast feature of the NBC Radio Network, as part of MONITOR).

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AMERICAN UNIVERSITY TO HONOR PAULINE FREDERICK

Pauline Frederick, NBC News' United Nations correspondent, will receive an honorary Doctor of Humanities degree from American University, Washington, D. C., on June 8.

Miss Frederick will be cited for her "outstanding commentary on international news." Dr. Hurst B. Anderson, president of the university, will present the degree. Miss Frederick is a graduate of the university, with an A. B. degree and a master's degree in international law. She also has been honored by Lycoming College, Williamsport, Pa., with an honorary Doctor of Humanities degree.

Miss Frederick is the only woman news commentator ever to receive the Peabody and DuPont Awards, and also has won many other broadcasting honors.

NBC-New York, 5/22/58

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NBC RADIO TO BROADCAST PRESIDENT EISENHOWER'S REMARKS DEDICATING FIRST CIVILIAN ATOM POWER PLANT

President Dwight D. Eisenhower's remarks on the occasion of the opening of the first civilian power plant operated by atomic power will be broadcast by the NBC Radio Network (including WRCA) Monday, May 26 (1:05-1:30 p.m., EDT) as part of a special program, "Atomic Power For Civilians."

The President, who will speak for eight minutes from the White House, will actuate by remote control a 60,000-kilowatt atomic energy power plant at Shippensport, Pa. Speakers at the ceremony will include Admiral Lewis Strauss, chairman of the Atomic Energy Commission; Admiral Hyman Rickover, and Rep. James E. Van Zandt (R.-Pa.), chairman, joint Congressional Atomic Energy Committee.

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May 23, 1958

CRAIG STEVENS WILL STAR IN MONDAY NIGHT ADVENTURE SERIES

(TENTATIVELY TITLED 'PETER GUNN') ON THE NBC-TV NETWORK

UNDER BRISTOL-MYERS SPONSORSHIP STARTING IN THE FALL

The NBC-TV Network will present a new weekly adventure series tentatively titled PETER GUNN (Mondays, 9-9:30 p.m., NYT) -- starring Craig Stevens as the trouble-shooting adventurer named Gunn -- it was announced today by Robert F. Lewine, Vice President, NBC Television Network Programs.

The series, starting in the Fall (date to be announced), will be sponsored by the Bristol-Myers Company. The advertising agency for the sponsor is Doherty, Clifford, Steers and Shenfield, Inc.

Stevens, a veteran of Broadway, motion pictures and TV, began his acting career in 1937. His feature film credits include "Since You Went Away," "Humoresque" and "The French Line."

"Peter Gunn" is created and produced by Blake Edwards.

The series is packaged by Don Sharpe, Nat Wolff and Warren Lewis.

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May 23, 1958

NBC-TV AND RADIO NETWORKS TO CARRY EISENHOWER ADDRESS AND OTHER HIGHLIGHTS OF CEREMONIES FOR UNKNOWN SOLDIERS OF WORLD WAR II AND KOREAN CONFLICT

An address by President Eisenhower will be a feature of the NBC Television and Radio presentation of the major portions of the ceremonies at National Cemetery in Arlington, Va., on Memorial Day, Friday, May 30, when the Unknown Soldiers of World War II and the Korean conflict are interred.

The NBC Television Network (including WRCA-TV) will carry the special program by kinescope from 5 to 5:30 p.m., EDT, with Bryson Rash of NBC News as commentator. The NBC Radio Network (except WRCA) will broadcast the program from 4:05 to 4:30 p.m., EDT, with Frank McGee and Herb Kaplow of NBC News as commentators. (Time for WRCA to be announced.)

Maj. Gen. Patrick J. Ryan, Chief of Chaplains, U.S. Army, will deliver the invocation, and Rear Adm. Edward B. Harp, Chief of Chaplains, U.S. Navy, will deliver the benediction. There will be music by the U.S. Marine Band and the U.S. Army Chorus.

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VICE PRESIDENT NIXON TO PRESENT AMVET SCHOLARSHIP AWARDS ON NBC'S "TODAY" TELECAST MAY 29

Vice President Richard M. Nixon will appear on the NBC-TV Network's TODAY program Thursday, May 29, to present the annual Amvet Memorial Scholarship awards. Seven of the 18 winners will receive their awards on the show. This marks the fourth consecutive year that the Vice President has awarded the scholarships on "Today."

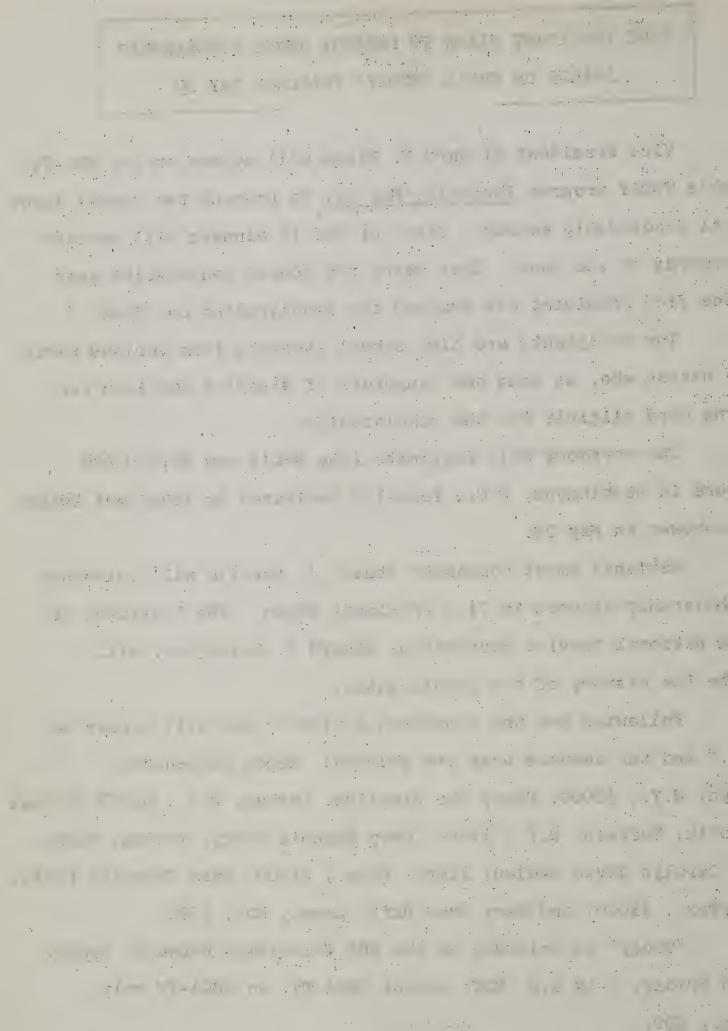
The recipients are high school students from various parts of the nation who, as sons and daughters of disabled American war veterans were eligible for the scholarships.

The ceremony will originate from NBC's new \$4,000,000 structure in Washington, D.C., formally dedicated by President Dwight D. Eisenhower on May 22.

National Amvet Commander Stuart J. Satullo will introduce the scholarship winners to Vice President Nixon. The President of Amvet's National Service Foundation, Edward J. Gallagher, will describe the history of the scholarships.

Following are the scholarship winners who will appear on "Today," and the amounts they are awarded: Wendy Schoenbach,
Brooklyn, N.Y., \$2000; Nancy Sue Himelick, Durham, N.C., \$2000; Michael
Paul Kotik, Buffalo, N.Y., \$1000; Mary Eugenia Murry, Tacoma, Wash.,
\$1000; Carolyn Joyce Seelen, Pierz, Minn., \$1000; Mary Jeanette Davis,
Dallas, Tex., \$1000; and Mary Jean Huff, Lemay, Mo., \$500.

"Today" is telecast on the NBC Television Network, Monday through Friday, 7-10 a.m. EDT, except WRCA-TV; on WRCA-TV only, 7-9 a.m., EDT.



LOOK! BOB HOPE IS ON MAGAZINE COVER AND AUTHOR OF ARTICLE ON 'I FOUND THE RUSSIANS CAN LAUGH, TOO'

FOR RELEASE 6 P.M., EDT., MONDAY, MAY 26

Bob Hope is the cover subject of the June 10 issue of Look Magazine (on sale May 27), which features his by-lined article, "I Found The Russians Can Laugh Too."

The NBC comedian visited Russia last March when he negotiated with Soviet officials to buy film footage for his April 5

NBC-TV Network BOB HOPE SHOW and to arrange showings of his new

film, "Paris Holiday." The Look article tells of Hope's experiences
in Moscow.

In this seven-page story produced by Look Magazine's Bill Davidson, Hope offers a suggestion for better relations between Americans and Russians. He states that we have been laughing at the Russians for a long time and admits that he has been cracking jokes at their expense for years.

Hope says, however, that after his recent trip to Moscow, "I feel that something important might be accomplished if in our relations with them (the Russians) we try a completely new approach. It's a simple formula: Let's begin to laugh WITH the Russians." He continues that he found the Russians particularly responsive to the international language of laughter and "can be reached through it." Hope then cites examples of humor that "broke up" Soviet officials.

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2 - 'Bob Hope Show'

The article is illustrated with pictures taken by Look's photographer Bob Sandberg. They show Hope with various Russians including a soldier, a woman ice-cream vendor, a Soviet film star and Russian officals. Also included is a sequence of five pictures of Hope; his publicist, Ursula Halloran; NBC News Moscow correspondent Irving R. Levine and Mrs. Levine in various stages of laughter during dinner in a Soviet restaurant.

(Hope will present eight "Bob Hope Shows" on the NBC-TV Network during the 1958-59 season under sponsorship of Buick. He is currently featured on the NBC Radio Network's "Monitor," schedule.)

NBC-New York, 5/23/58

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TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

June 1 - 7 (All Times EDT)

Sunday, June 1

- 7-7:30 p.m. -- NOAH'S ARK -- Dramas with Paul Burke, Vic Rodman and May Wynn -- a repeat series, starting today, "Noah's Ark" color films originally presented on the network during the 1956-57 season.
- 8-9 p.m. -- STEVE ALLEN SHOW -- With Henry Fonda, Martha Raye, Mel Torme, Gus Bivona and Terry Gibbs.
- 9-10 p.m. -- THE DINAH SHORE SHOW -- With Mahalia Jackson, Red Buttons and Sally Forrest.

Monday, June 2

- 3-4 p.m. -- NBC MATINEE THEATER -- "Love Out of Town" -- Starring Sarah Churchill.
- 7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen.

Tuesday, June 3

- 3-4 p.m. -- NBC MATINEE THEATER -- "The End of a Season."
- 8-9 p.m. -- THE INVESTIGATOR -- A new mystery series starring Lonny Chapman and Howard St. John.

Wednesday, June 4

- 3-4 p.m. -- NBC MATINEE THEATER -- "Look Out for John Tucker."
- 9-10 p.m. -- KRAFT THEATRE -- "The Last of the Belles," by
 - F. Scott Fitzgerald, adapted by Leslie Slote.

(more)



Thursday, June 5

- 3-4 p.m. -- NBC MATINEE THEATER -- "The Road to Recovery," by Budd Schulberg.
- 7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson.
- 10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- John Raitt is guest.

Friday, June 6

3-4 p.m. -- NBC MATINEE THEATER -- "The Nightbird Crying," by Jack Paritz.

Saturday, June 7

- 8-9 p.m. -- THE PERRY COMO SHOW -- With Eydie Gorme, Richard Rodgers and Paul Anka.
- 10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

* * *

PLEASE ADD TO JUNE COLOR SCHEDULE:

THE BIG GAME -- every Friday, 7:30-8 p.m., starting June 13.

IT COULD BE YOU -- Mondays through Fridays, 12:30-1 p.m., starting June 30.

HAGGIS BAGGIS -- Mondays through Fridays, 2:30-3 p.m., starting June 30.

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May 26, 1958

PREMIERE

'MUSIC BINGO,' A NEW GAME FOR STUDIO AND HOME AUDIENCES WITH JOHNNY GILBERT AS EMCEE, TO BE THURSDAY NIGHT NBC-TV FEATURE

MUSIC BINGO, a new audience-participation game for studio and home viewers, will become a Thursday night feature on the NBC-TV Network starting May 29 (10:30-11 p.m., EDT). The new series takes the time period of "The Jane Wyman Theater."

Sponsors for "Music Bingo" will be Hazel Bishop, Inc., (through Raymond Spector Co., Inc., agency) and 5-Day Deodorant Pads (through Grey Advertising Agency, Inc.).

Harry Salter, veteran producer of radio and television music shows, created "Music Bingo." Singer Johnny Gilbert, in his first major TV assignment, will be emcee of the new series.

Essentially, "Music Bingo" is bingo played through the use of musical numbers. The game will differ slightly, however, for participants in the studio and at home.

Two players in the studio will compete at a time. They will be seated in chairs several feet away from electric buttons. One player is assigned the musical notation for a "sharp" and the other the notation for a "flat."

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Players listen to a tune and, when the music stops, leap for their buttons to register their "sharp" or "flat." The individual marks are recorded electronically on a huge "Music Bingo" board, similar to a regular bingo board. The first to complete a row -- diagonally, horizontally or vertically -- scores bingo and wins the game and a cash prize.

At home, viewers will make their own "Music Bingo" cards and play a separate, special game. The cards will have five columns across with M-U-S-I-C over each column. There will be five blocks down the card, with the numerals from the viewer's phone number heading each column -- for instance, 2,8,1,7,5. Home-viewers will try to fill in their cards from special musical numbers played for them. The cards will be mailed to the program for checking and awarding of prizes.

"An extra feature of the games," Salter explained, "will be magic melodies -- special tunes which enable the player to move anywhere he'd like on the bingo board."

Harry Salter's Orchestra will provide the music for the program, which will originate at NBC studios in New York.

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NBC-New York, 5/26/58

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May 26, 1958

NATIONAL OPEN GOLF TITLE TOURNEY

SPORTSCASTERS CHOSEN FOR NBC-TV NETWORK COVERAGE OF FINAL THREE HOLES OF NATIONAL OPEN GOLF CHAMPIONSHIP

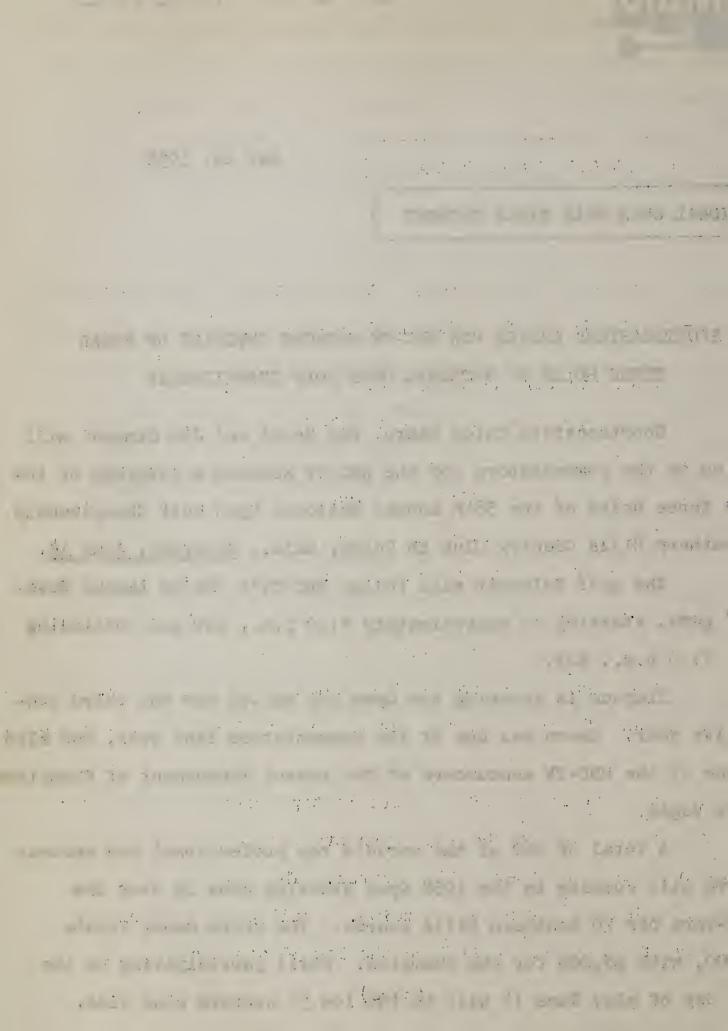
Sportscasters Chick Hearn, Ray Scott and Jim Simpson will team up as the commentators for the NBC-TV Network's coverage of the final three holes of the 58th annual National Open Golf Championship at Southern Hills Country Club in Tulsa, Okla., Saturday, June 14.

The golf telecast will follow NBC-TV's "Major League Baseball" game, starting at approximately 4:30 p.m., EDT and continuing until 7:30 p.m., EDT.

Simpson is covering the Open for NBC-TV for the third consecutive year. Hearn was one of the commentators last year, and also was one of the NBC-TV announcers at the recent Tournament of Champions in Las Vegas.

A total of 162 of the world's top professional and amateur golfers will compete in the 1958 Open starting June 12 over the 6,907-yard par 70 Southern Hills course. The prize money totals \$35,000, with \$8,000 for the champion. Still participating on the final day of play June 14 will be the low 50 scorers plus ties.

(more)



2 - National Open Golf Championship

Leading challengers for the National Open title, captured last year by Dick Mayer, include Ben Hogan, seeking a record fifth Open crown; Sam Snead, a five-time runner-up once again shooting for the only major golf title to elude him; two-time winner Cary Middlecoff; Arnold Palmer, the recent Masters victor, and such other prominent professionals as Doug Ford, Ken Venturi, Gene Littler, Tommy Bolt and Billy Casper.

NBC-TV's National Open coverage will be produced by Perry Smith and directed by Jack Dillon and Ted Nathanson. This is the fifth straight year that NBC-TV has carried the conclusion of the golf classic.

NBC-New York, 5/26/58

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SENATOR HUMPHREY WILL 'MEET THE PRESS'

Sen. Hubert H. Humphrey (D-Minn.), member of the Foreign Relations, Agriculture, and Government Operations commitees of the Senate, will be the guest on MEET THE PRESS Sunday, June 1 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

The panel interviewing Sen. Humphrey will include Ned Brooks of NBC, Jack Bell of the Associated Press, Richard Wilson of Cowles Publications, and May Craig of the Portland (Me.) Press-Herald. Lawrence Spivak, founder of the program, and usually a panel member, will be moderator on this date.

"Meet the Press" is a Public Affairs presentation of NBC News.

A HARPER (NOT HARPO!) MARX STUDY OF GROUCHO

The star of GROUCHO MARX -- YOU BET YOUR LIFE (NBC-TV Network, Thursdays, 8 p.m., EDT and NBC Radio Network Mondays, 8:05 p.m., EDT) is the subject of a character study by Leo Rosten in the June issue of Harper's Magazine.

Rosten pinpoints Groucho's unwavering popularity this way:

I suppose that what most deeply gratifies us in Marx' wit, apart from
its deadly acumen, is its unabashed directness. He says things most
of us dare not think, much less utter....His wit is pure surrealism;
it frees our minds from bondage to the literal."

Many samples of the Marxian wit are quoted by Rosten in the article.



PREMIERE OF 'THE INVESTIGATOR' WILL HAVE GRETCHEN WYLER IN FEATURED ROLE; SUPPORTING CAST ANNOUNCED FOR OPENING MYSTERY COLORCAST

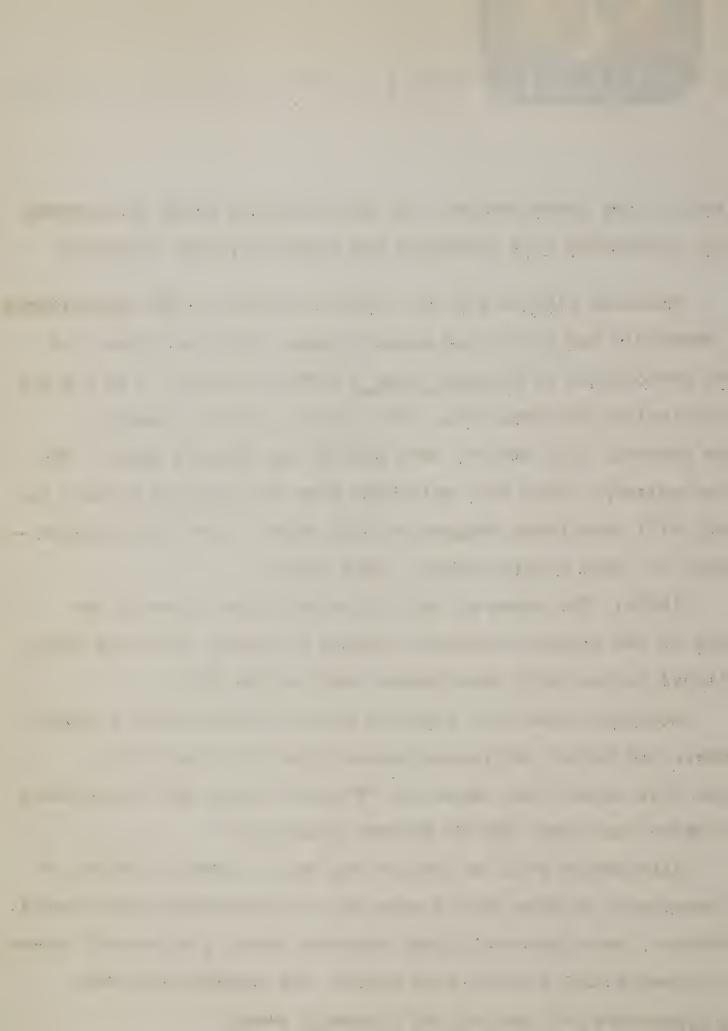
Featured players for the initial episode of THE INVESTIGATOR NBC-TV Network's new live color mystery drama, which will have its premiere performance on <u>Tuesday</u>, <u>June 3</u> (NBC-TV Network, 8 to 9 p.m., EDT) will include Gretchen Wyler, Gene Lyons, Kathleen Comegys, Marjorie Gateson, Alan Hewitt, John McGiver and Barnard Kates. The full-hour mystery, which will originate from the Ziegfeld Theatre in New York, will star Lonny Chapman as Jeff Prior -- the Investigator -- and Howard St. John as his father, Lloyd Prior.

(NOTE: The names of Jeff Prior and Lloyd Prior in the storyline of the series are correct instead of Johnny Prior and Floyd Prior listed in the Daily News Report story of May 22.)

Gretchen Wyler will play the role of Anabel Carr, a nightclub owner, and former striptease dancer (Miss Wyler will be a permanent cast member this Summer on "The Bob Crosby Show" colorcasts in "The Perry Como Show" NBC-TV Network time-spot.)

Alan Hewitt will be seen in the role of Donald Aldrich, a former sweetheart of Miss Carr's whom she is blackmailing with torrid love letters. Gene Lyons will play Jonathan Nolan, a disbarred lawyer. Kathleen Comegys will portray Aunt Evelyn, the wealthy aunt whom Aldrich approaches for loan of the blackmail money.

(more)



2 - 'The Investigator'

John McGiver is to enact "the Totalizer," a little man who sells information to the highest bidder. Barnard Kates will play the Police Detective and Marjorie Gateson will be seen as Mimi Gunther, society reporter and old-time newspaper friend of the Investigator's father.

The premiere episode of "The Investigator" was written by Henry Kane. It will be produced by S. Mark Smith and directed by William Graham and Charles Dubin. William Altman is associate producer of the show.

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NBC-New York, 5/26/58

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'UNOFFICIAL' SIDE OF WASHINGTON TO BE EXPLORED IN TWO-DAY VISIT OF 'TODAY' TO CAPITAL CITY

The seldom-explored, "unofficial" face of our nation's capital will be examined on Thursday and Friday, June 5-6, when NBC-TV Network's TODAY originates in Washington, D. C.

In a salute to Washington's "Summer Jubilee," which opens officially on June 15, "Today" will accent the nongovernmental people of the city, will visit museums and other cultural centers, will sample the city's social life, its sports, its history and many of the beauty spots in this "most perfectly designed and constructed of American cities." Program details will be announced shortly.

("Today" is telecast Monday through Friday, 7-10 a.m., EDT, on the NBC Television Network, except WRCA-TV; WRCA-TV only, 7-9 a.m., EDT.)

N. Y. FEDERATION OF WOMEN'S CLUBS HONORS "WIDE WIDE WORLD"

Barry Wood, executive producer of WIDE WIDE WORLD on the NBC-TV Network, has received an award from the New York State Federation of Women's Clubs commending the series as television's "best educational programming."

The award, voted in a poll of the Federation's 18,500 members, was presented May 22 at the group's annual convention in Garden City, L.I. Presentation of the award, the only honor voted for a TV program, was made by Mrs. E. Allan Sherwood, chairman of the Federation's radio-TV division.

"Wide Wide World," which is telecast on alternate Sundays, (4-5:30 p.m., EDT), is sponsored by General Motors.

---- NBC-New York, 5/26/58

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May 27, 1958

GREYHOUND CORPORATION RENEWS ITS SPONSORSHIP
OF 'STEVE ALLEN SHOW' FOR 1958-59 SEASON

The Greyhound Corporation has renewed its sponsor-ship of the NBC-TV Network's STEVE ALLEN SHOW (Colorcast Sundays, 8-9 p.m., NYT) for the 1958-59 season, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

The 59-week renewal order calls for Greyhound to sponsor one-half of the program on alternate weeks starting July 13. Grey Advertising, Inc., represents the Greyhound Corporation.

During the 1957-58 season, "The Steve Allen Show" received many top television honors including the Look Magazine TV Award and the Sylvania Award as the "Best Variety Series" and the Radio-TV Daily Award as the "Variety Show of the Year."

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May 27, 1958

PILLSBURY MILLS ORDERS 52-WEEK DAYTIME ADVERTISING SCHEDULE EXCEEDING \$2,000,000 ON NBC-TV NETWORK

Pillsbury Mills, Inc., has ordered a 52-week daytime advertising schedule on the NBC-TV Network amounting to more than \$2,000,000 in gross revenue, it was announced today.

The new purchase calls for the sponsorship of an alternate-week quarter-hour segment of six daytime Monday-through-Friday programs starting in the Fall. It was placed through the Leo Burnett Co., Inc.

Pillsbury will sponsor an alternate-Wednesday quarter-hour segment of THE PRICE IS RIGHT (11 a.m. EDT), TIC TAC DOUGH (12 noon EDT) and QUEEN FOR A DAY (4 p.m. EDT) one week and, on the alternating week, will sponsor an alternate-Thursday quarter-hour segment of TREASURE HUNT (10:30 a.m. EDT), TRUTH OR CONSEQUENCES (11:30 a.m. EDT) and IT COULD BE YOU (12:30 p.m. EDT).

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SIX ADVERTISERS PLACE NEW ORDERS WITH 'TODAY' AND 'THE JACK PAAR SHOW' ON NBC-TV NETWORK

Six advertisers have placed new orders with the NBC-TV Network's TODAY program and THE JACK PAAR SHOW during the past week, it was announced today.

Advertisers placing the new orders and their agencies are:

Amity Leather Products Company, for Rolfs leather
goods, through Edward H. Weiss and Company, has ordered 13
participations on "The Jack Paar Show." They will be scheduled

Liftsavers, through Product Services, Inc., has ordered seven participations on "Today" and two participations on "The Jack Paar Show" during July.

during December in a pre-Christmas campaign.

The Firestone Tire and Rubber Company, through the Campbell-Ewald Company, Inc., has ordered two participations on "Today." They are scheduled for May 30 (Memorial Day) during the program's special origination from the Indianapolis Speedway.

The Radio Corporation of America and the Whirlpool Corporation, through Kenyon and Eckhardt, Inc., have ordered two participations on "Today."

They are scheduled for June 3, during a special remote feature from Westchester County, New York, where a new model home is on display.

The American Optical Company, for its Cool-Ray sunglasses, through Sunderland-Abbott, has ordered two participations on "The Jack Paar Show," on June 10 and July 1.

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May 27, 1958

CRISIS IN FRANCE IS SUBJECT OF 'OUTLOOK' TELECAST

A special telecast on the crisis in France -- with particular emphasis on late-breaking developments as they relate to the over-all picture -- will be presented on OUTLOOK <u>Sunday</u>, <u>June 1</u>. ("Outlook," a Public Affairs presentation of NBC News, is presented over the NBC-TV Network each Sunday, 6:30-7 p.m., EDT).

Chet Huntley, editor of "Outlook," will appear in New York with one or more correspondents from NBC News' recently supplemented staff covering the French situation.

The new lineup of NBC Newsmen now covering French developments follows:

John Rich has been sent from Berlin to Paris to man a 24hour desk. He joins Joseph C. Harsch (NBC News! Senior Correspondent),
Leif Eid and Paul Archinard in the French capital. In addition,
Edwin Newman, correspondent in Rome, is now in Algiers and John
Chancellor, recently named Central European Correspondent, is in
Tunis.

On-the-spot newsfilm will be interspersed on "Outlook" with live commentary from Huntley and the participating correspondents in this over-all look at the history and future implications of the crisis.

THE RESIDENCE



TELEVISION NEWS

May 27, 1958

IT COULD BE HUE!

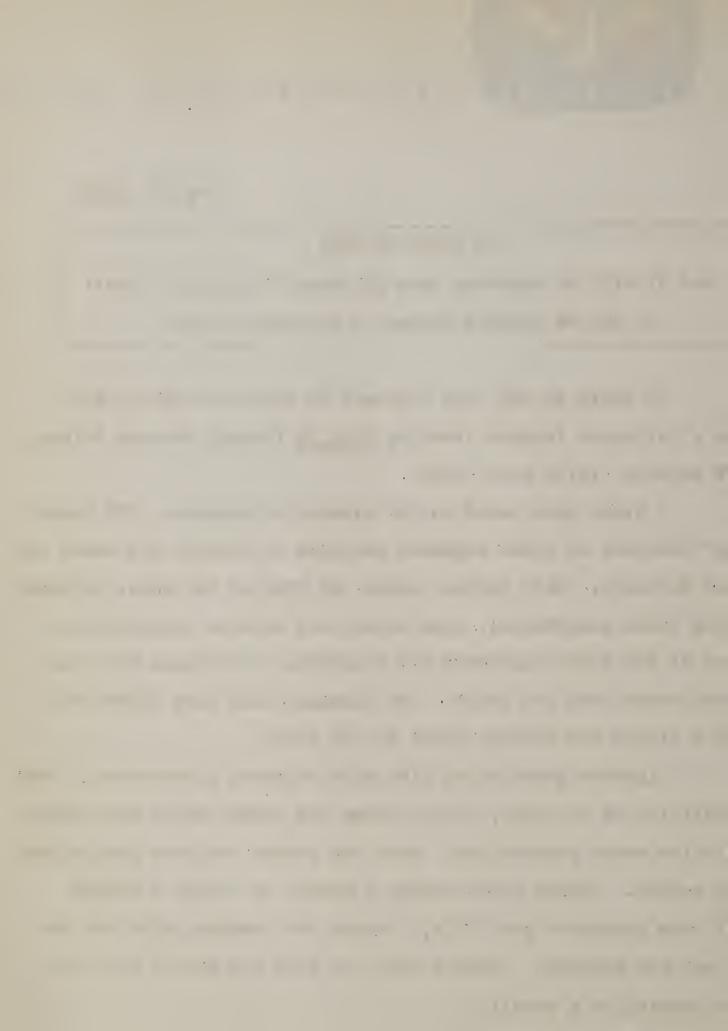
And It Will Be Starting June 30, When 'It Could Be You'
On NBC-TV Network Becomes a Colorcast Series

IT COULD BE YOU, now telecast in black and white, will become a colorcast feature starting <u>June 30</u> (Monday through Friday, NBC-TV Network, 12:30 p.m., EDT).

A stunt show based on the element of surprise, "It Could Be You" consists of seven segments designed to startle and amaze its daytime audience. Bill Leyden, emcee and star of the show, arranges reunions (some sentimental, some hilarious) between unsuspecting members of the studio audience and relatives and friends that have not been heard from for years. For example, last week Leyden reunited a sister and brother apart for 22 years.

Big-name guest stars also make surprise appearances. Such personalities as Bob Hope, Victor Borge and Cornel Wilde have taken part in the merry proceedings. Even the studio visitors participate in the pranks. Leyden never misses a chance to reveal a hidden secret from someone's past life. Leyden for example, told how one woman met her husband. Another time, he told how Mrs. X lost her garter dancing at a benefit.

(more)



2 - 'It Could Be You'

Since its origin two years ago, "It Could Be You" has gained a daily viewing audience of 5,500,000. The show -- as recently announced -- will observe its second anniversary <u>Tuesday</u>, June 3.

A Ralph Edwards production, originating in Hollywood, "It Could Be You" is produced by Steve Hatos and Stuart Phelps.

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NBC-New York, 5/27/58

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INTER-FAITH CELEBRITY AWARD TO BE PRESENTED
TO "TODAY'S" JACK LESCOULIE IN BALTIMORE

Jack Lescoulie, sports commentator of the NBC-TV Network's TODAY show will fly to Baltimore, Md., Tuesday, June 3 to accept the Inter-faith Celebrity Award of 1958 sponsored by the B'nai B'rith, the Knights of Columbus and the Buomi Temple of that city.

The award will be presented to Lescoulie before an expected total of 50,000 spectators prior to the night baseball game between the Baltimore Orioles and the Detroit Tigers.

A citation accompanies the award reading:
"To Jack Lescoulie, for the furtherance of the spirit
of Inter-Faith." Previous winners have been Perry
Como, Arthur Godfrey and Eddie Fisher.

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CREDITS FOR 'RELIGION AND THE PRESIDENCY' -- A 'BIG ISSUE' PROGRAM

TIME:

NBC-TV Network, Sunday, June 1 (3-4 p.m., EDT)

DESCRIPTION:

Full-hour exploration of "Religion and the Presidency." A panel of four will discuss the subject during the first half-hour, and three newsmen will question them during the second half. A Public Affairs presentation of NBC News.

PRODUCER:

Lawrence Spivak

MODERATOR:

Lawrence Spivak

POINT OF ORIGIN:

Live from NBC Studios, Washington, D.C.

PANELISTS:

Dr. John A. Mackay, president of Princeton Theological Seminary, Princeton, N. J.

Rep. Eugene McCarthy (D.-Minn.)

The Very Rev. Francis B. Sayre Jr., dean of Washington Cathedral, Washington, D. C.

Glenn A. Archer, executive director of
Protestants and Other Americans United for
Separation of Church and State, and a former
dean of Washburn University Law School,
Topeka, Kans.

REPORTERS:

James B. Reston, of the New York Times;

Charles L. Bartlett, of the Chattanooga

(Tenn.) Times;

Glenn D. Everett, of Religious News Service (more)

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2 - Credits for 'Religion and the Presidency'

BACKGROUND:

"In theory there are no religious qualifications for the office of President or Vice President," Spivak says. "In practice, however, we have never elected to either office anyone who is a Catholic or a Jew. Is this because of the accidents of politics? Is there a good reason for it? Is it because of deep-seated prejudices?"

There has been persistent mention of at least two Roman Catholics as possible Presidential or Vice Presidential candidates in 1960. The memory of Al Smith's unsuccessful bid for the Presidency in 1928 has recently sparked the publication of at least one book and several magazine articles.

DIRECTOR:

Frank Slingland

PRODUCTION SUPERVISOR:

Doris Corwith

ASSOCIATE PRODUCER:

Betty Cole

NBC-New York, 5/27/58

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MUSIC OF NEW ALBUM IS BASED ON PRINCIPAL SUBJECTS OF RALPH EDWARDS 'THIS IS YOUR LIFE' TELECASTS

"This Is Your Life," a new record album in which each song is associated with some principal subject honored on the NBC-TV Network's THIS IS YOUR LIFE series (Wednesdays, 10 p.m., EDT), has been issued by Imperial Records.

The music was arranged and conducted by the show's composer-conductor, Von Dexter.

The album includes the following tunes: "Makin' Whoopee" associated with (Eddie Cantor), "Dinah" (Dinah Shore), "That's My Desire" (Frankie Laine), "Champagne Waltz" (Lawrence Welk), "Pennies From Heaven" (Dr. Kate Newcomb -- for whom viewers sent thousands of pennies to help build a hospital in Wisconsin), "Who Will Shoe Your Pretty Little Foot?" (Tennessee Ernie Ford), "Nobody Knows the Trouble I've Seen" (Dr. Lawrence C. Jones), "Hawaiian War Chant" (Duke Kahanamoku), "Rose Room" (Phil Harris), "Cheerful Little Earful (Lillian Roth) and "Danny Boy" (Danny Thomas). The album also contains a recording of the program's theme song.

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CHANGES FOR 'THE INVESTIGATOR'

THE INVESTIGATOR -- the NBC-TV Network's full-hour color-cast mystery drama series starting <u>Tuesday</u>, <u>June 3</u> (8-9 p.m., EDT) -- will originate from NBC's Brooklyn (N. Y.) Studios rather than the Ziegfeld Theatre, New York, as previously announced.

The role of the Police Detective on the premiere program will be played by Bernard Kates (rather than Barnard Kates, as announced in the Daily News Report of May 26).

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May 28, 1958

PHARMACEUTICALS, INC., RENEWS 'TWENTY-ONE' QUIZ SHOW
FOR 1958-59 SEASON ON NBC-TV NETWORK

TWENTY-ONE, the NBC-TV Network's record-setting quiz program, has been renewed by its sponsor, Pharmaceuticals, Inc., for the 1958-59 season, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

"Twenty-One," starring Jack Barry as emcee, is currently telecast on Mondays, 9-9:30 p.m., (NYT). Beginning Sept. 25, the program will be presented Thursday evenings (time to be announced).

The renewal order is for full sponsorship of the program over a 52-week period effective Sept. 8. Pharmaceuticals, Inc., has sponsored the program since its premiere, Sept. 12, 1956. Parkson Advertising Agency, Inc., represents Pharmaceuticals, Inc.

Elfrida von Nardroff, making her 15th appearance on "Twenty-One" May 26, boosted her total winnings to \$216,500 and became the first quiz contestant to exceed \$200,000 on a single TV series.

"Twenty-One" is a Jack Barry and Dan Enright Production in association with the NBC Television Network.

NBC-New York, 5/28/58

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May 28, 1958

ROBERT W. SARNOFF TO BE AWARDED HONORARY DOCTOR OF LAWS DEGREE BY PENNSYLVANIA MILITARY COLLEGE

Robert W. Sarnoff, President of the National Broad-casting Company, will be awarded an honorary Doctor of Laws degree at Pennsylvania Military College's 137th commencement exercises Monday, June 2, in Chester, Pa.

He is being cited for his "bold espousal of a new and powerful mode of communication; for his steadfast support of the humane arts, and for his unstinting service to our nation in peace and war."

Mr. Sarnoff is one of four men to be honored by Pennsylvania Military College at its 1958 commencement.

The others are Major General John Bruce Medaris, the Army's missile chief; Wilfred D. Gillen, President of the Bell Telephone Company of Pennsylvania; and Richard L. Burke, President of Sun Shipbuilding & Dry Dock Company, Chester, Pa.

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May 28, 1958

GARY COOPER, JOHN WAYNE, GENE AUTRY, JAMES ARNESS
AND MANY OTHER TOP STARS SCHEDULED FOR STORY OF
'THE WESTERN' ON 'WIDE WIDE WORLD' TELECAST

Gary Cooper, John Wayne, Gene Autry and James Arness will be among an unprecedented gathering of stars who will tell the story of Westerns, the people who make them, and the reasons such features have stood the test of time, on WIDE WIDE WORLD <u>Sunday</u>, June 8 (NBC-TV Network, 4-5:30 p.m., EDT).

The 90-minute show, titled "The Western," will also present James Garner, Ward Bond, the Lone Ranger, Gail Davis, Bronco Billy Anderson, Maria Schell, and Karl Malden, as well as four famed Western "sidekicks" -- Walter Brennan, Gabby Hayes, Jay Silverheels and Chill Wills.

Studio head Jack Warner and directors John Ford, Howard Hawks and Delmer Daves will show how Westerns are made. The cameras will focus on stuntmen, working cowboys, bronc busters, bulldoggers and cow ponies as they are put through their paces for Western films.

The program will trace the evolution of the Western in books, magazines, radio, television and movies ranging from "The Great Train Robbery" (made in 1903) to the present, showing such old-time heroes as William S. Hart, Tom Mix, Buck Jones and Hoot Gibson.

(more)

"We'll have top people representing every era and every phase of the Western," says producer Ted Rogers. "By talking with them and watching them at work, we'll try to find out what makes the Western the only American folklore that has been continuously popular for nearly a century."

"The Western" will be the final program of the current season for "Wide Wide World," which is sponsored by General Motors and supervised by executive producer Barry Wood.

Dave Garroway, host of the series, will guide viewers to two major "live" locations:

To the Big Rattlesnake River near Naches, Wash., to watch Gary Cooper, Maria Schell and Karl Malden at work on the Warner Brothers film, "The Hanging Tree," under the direction of Delmer Daves. Cooper will be asked how he started his career in Westerns and why he still makes them.

To Gene Autry's Melody Ranch near Newhall, Calif., where John Wayne, Ward Bond, Ricky Nelson and Walter Brennan will be seen during the shooting of scenes for the Warner Brothers film, "Rio Bravo." At Melody Ranch, John Ford will demonstrate some of the techniques of the Western.

The program will include scenes from 25 movies made during the past 55 years and gathered in a nation wide search of private and public collections. The filmed segments will include classic and trend-setting scenes of stampedes, chases, holdups, fires and massacres.

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THE NBC WEEK-END RADIO SERVICE

'MONITOR' SCHEDULE EXTENDED TO INCLUDE 6 MAJOR HOLIDAYS

The broadcast schedule of MONITOR, NBC Radio Network's weekend radio service, has been extended to include the six major
national holidays, it was announced today by Matthew J. Culligan, Vice
President of the NBC Radio Network.

"Monitor -- Holiday Edition" will be heard in place of the normal daytime schedule from 9:00 a.m. to 6:45 p.m., EDT on Labor Day, Thanksgiving, Christmas, New Year's Day, Washington's Birthday, Memorial Day and July 4. The holiday program will be heard for the first time on Labor Day (Sept. 1).

In announcing the extended schedule Mr. Culligan said,
"Network radio has one great asset -- flexibility. To hold audiences
in our times, radio must adjust itself to the listening tastes of
adult Americans at home and on the move. We are extending "Monitor"
to the major national holidays so that NBC Radio can further develop
its successful plan of reaching the listening public where they are
during their free time."

"Monitor," which started on the NBC Radio Network as a Saturday and Sunday program on June 12, 1955, was extended to include two hours of broadcasting on Friday nights in January, 1957. The program is now scheduled for a total of $32\frac{1}{2}$ hours each weekend.

NBC-New York, 5/28/58

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TRUTH OR CONSEQUENCES, the NBC-TV Network's famed quiz-and-stunt show, has a contestant on another cross-country mission this week. He is playing an unusual nine holes of golf in nine different states with governors or lieutenant governors.

William "Doc" Nothoff, who missed telling the truth on the "Truth or Consequences" program Friday, May 23, (7:30 p.m., EDT) is following a course which leads from California to Atlanta, Ga., playing one hole in each state, to complete his consequences.

The 29-year-old golfer, who admits shooting between 90 and 100, began his transcontinental match Saturday when he teed off with California's Governor Goodwin J. Knight. Play was resumed Monday in Atlanta when he played the second hole against Governor Marvin Griffin. On the second hole he matched strokes with Lieutenant Governor David Buckson in Dover, Delaware.

Tuesday he played against Lieutenant Governor Claude Hillman in Annapolis, Md., flying to Providence, R.I. for an afternoon match with Governor Dennis J. Roberts.

The remaining holes of his match will take Nothoff out West to states including Indiana and Washington before he returns to Hollywood to appear on the telecast of Friday, May 30.

NBC-New York, 5/28/58

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